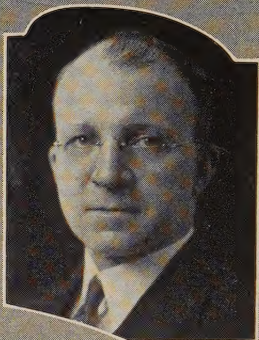


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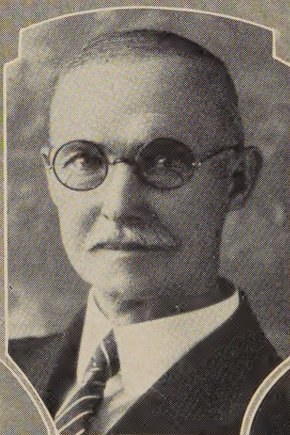


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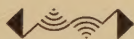


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Four Wheels»»»No Brakes



A History of the Early
Development of the
Automobile in St. Louis

A History of
Automobiles in St. Louis and
the Part That City Has
Taken in the Development
of the Automobile

Prepared by the
St. Louis Society
Automobile Pioneers



WITH ILLUSTRATIONS

1930

Price \$3.00

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St. Louis, Mo.

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A DEDICATION



THIS book is dedicated to the automobile industry as a whole and to that personnel in the city of St. Louis which had much to do with its development. History—any history—is relative. If its facts are pertinent and true then it is interesting. If they are not, it is not. Those who read the pages which follow telling of the ambitious undertakings of St. Louis men over a period of more than thirty years prior to the publication of this historical review to develop the mechanism of personal transportation, will wonder at their far-sightedness as much as at their mechanical ambition. They were groping in the dark with no precedents behind them. Some of them have contributed much to the perfection of what we consider the greatest boon to mankind ever developed mechanically, and that is the present day motor car.

In the compilation of this book much effort has been expended. This dedication would not be perfect were not the fullest credit given to Henry F. Borbein, one of the earliest of the early automobile pioneers in St. Louis. For three years Mr. Borbein, who has retired from business, has devoted hours and days and weeks to the collection and compilation of this history. It should, there-

DEDICATION

fore, stand as a monument to him and the committee which assisted him. Members of the St. Louis Society of Automobile Pioneers delight to give him and them the fullest credit for their major labor in the completion of this historical review.

ROBERT E. LEE,
For the St. Louis Society
of Automobile Pioneers.

FOREWORD

THIS historical data of the history of horseless vehicles in St. Louis, was carefully gathered by the St. Louis Society of Automobile Pioneers. Before being compiled and printed in book form, the data was carefully gone over by a Censor Committee, by whom all mistakes pertaining to the dates when these vehicles were built, also their descriptions, etc., were corrected.

Most of the early horseless vehicles were made by mechanics who worked on them in their spare time and consumed from six months to a year or more in building them. This was principally on account of the motive power and transmission with different speeds to conform with the vehicle.

The electrician who understood the building of an electric vehicle found that the motor would burn out, and also that the battery plates would have to be improved, in order to get more mileage out of them.

The machinist who built a two-cylinder steam engine and a boiler with a gasoline burner and pilot light beneath it, soon found where this motive power could and would have to be improved, and this also applied to the gasoline motor vehicle.

In building the first gasoline motors for vehicles in this city, in most cases a gasoline stove

FOREWORD—CONTINUED

satisfactorily, it being claimed that it took less power to pull the vehicle with the front wheels than to push it with the rear wheels. As far as we can learn, there were only two of them built in this city.

In the years from 1901 to 1903, there were more steam vehicles than gasoline, or electric types, and the question then was—which would be the coming motive power.

TABLE OF CONTENTS

EMANCIPATION OF THE HORSE - - - - -	1
By Henry F. Borbein	
J. D. PERRY LEWIS' STORY - - - - -	3
GEORGE P. DORRIS GIVES HISTORY - - - - -	5
JOHN C. HIGDON - - - - -	10
LOUIS LANGAN - - - - -	11
J. F. KRAFT - - - - -	15
HENRY F. BORBEIN - - - - -	17
DR. E. V. DITTLINGER - - - - -	20
F. C. ROHDE AND HARRY C. ROHDE - - - - -	22
DR. E. M. SENSENEY - - - - -	26
GEORGE S. BRAUKS - - - - -	27
ASHLEY AND SEMPLE S. SCOTT - - - - -	29
H. G. TURLEY - - - - -	32
W. ASHLEY GRAY - - - - -	34
A. W. NIEDRINGHAUS - - - - -	40
TODD COOPER - - - - -	43
F. STEUTERMAN - - - - -	45
A. B. CULL - - - - -	46
CLARENCE A. WILLIAMS - - - - -	48
GEORGE FLORI - - - - -	50
THE BRECHT AUTOMOBILE COMPANY - - - - -	51
WILLIAM A. SMYTHE - - - - -	54
BURT O'NEAL - - - - -	56

TABLE OF CONTENTS—Continued

DR. MALCOLM ROBB	- - - - -	60
J. L. WIEMEYER	- - - - -	61
HENRY FLORI	- - - - -	62
DR. J. M. GRENSFELDER	- - - - -	64
JUD AND ZIMMERMAN	- - - - -	65
THE FIRST ST. LOUIS BUS LINE	- - - - -	66
DAN PISKORSKI	- - - - -	69
FRED CAMPBELL	- - - - -	71
GEORGE CARTER WARD	- - - - -	74
CHARLES A. MARIEN	- - - - -	75
ORGANIZATION OF AUTOMOBILE CLUB OF MISSOURI	-	77
G. A. MILBRADT	- - - - -	81
FRED BRINER	- - - - -	83
MAJOR ROY F. BRITTON	- - - - -	84
ROBERT F. BRITTON	- - - - -	86
SAMUEL BREADON	- - - - -	87
WILLIAM L. BARNARD	- - - - -	89
H. F. BUSSE	- - - - -	91
HERMAN L. SCHNURE	- - - - -	92
HENRY SPECHT AND N. A. KUNTZ	- - - - -	98
MAJOR ROBERT E. LEE	- - - - -	99
CHARLES E. SWINGLEY	- - - - -	102
ALBERT L. JAGEMANN	- - - - -	104

TABLE OF CONTENTS—Continued

I. WAGNER RELATES HIS AUTOMOBILE EXPERIENCE IN 1905	- - - - -	108
L. H. MASSON	- - - - -	111
FRANK BISHOP	- - - - -	114
AUTOMOBILE RACES, OCTOBER 14, 1906	- - - - -	117
POPE HARTFORD WINS ART HILL CLIMB IN 1907	- - - - -	123
THE THOMAS-PACKARD HILL CLIMBING CONTEST ON ART HILL, 1907	- - - - -	125
ST. LOUIS AUTOMOBILE MANUFACTURERS' AND DEALERS' ASSOCIATION ORGANIZED	- - - - -	126
ST. LOUIS AUTOMOBILE DEALERS' ASSOCIATION PRESIDENTS	- - - - -	132
JACKSON WINS THE 24-HOUR RACE	- - - - -	133
THE FIRST ANNUAL OWNERS' RELIABILITY TOUR IN ST. LOUIS	- - - - -	144
SECOND OWNERS' RELIABILITY TOUR	- - - - -	149
SOME OBSERVATIONS OF THE SECOND RELIABILITY TOUR	- - - - -	159
STEVENS AND DORRIS CLIMB ON SOLOMON'S HILL	- - - - -	163
FRANCIS INITIATES TAXICAB	- - - - -	165
SOLOMON'S HILL CLIMB, NOVEMBER 6, 1908	- - - - -	169
ORGANIZATION OF ST. LOUIS ACCESSORY DEALERS	- - - - -	171
ST. LOUIS' GREAT AUTO PARADE, OCTOBER, 1909	- - - - -	174
ST. LOUIS RELIABILITY RUN, 1910	- - - - -	177
AT THE ELECTRIC SHOW IN 1910	- - - - -	186

TABLE OF CONTENTS—Continued

THIRD ANNUAL OWNERS' RELIABILITY RUN IN 1910	- 188
SOME OF THE FIRST AUTOMOBILE DEALERS IN ST. LOUIS UP TO AND INCLUDING 1910	- 193
THE ST. LOUIS TRADES RELIABILITY RUN, JULY, 1910	- 195
JOHN CAFFARATA'S TRYING AUTOMOBILE EXPERIENCE	- 199
JOHN CAFFARATA'S FAMOUS RIDE	- 202
FOURTH OWNERS' RELIABILITY TOUR, 1911	- 206
DORRIS CAR WINS CROSS-MISSOURI RUN, 1911	- 209
ST. LOUIS TRADE RUN, JULY 4, 1911	- 215
DISHOW BREAKS TWO WORLD'S RECORDS IN 1914	- 218
WRITER OUTLINES STARTLING GROWTH OF AUTO INDUSTRY	- 224
THE MOTOR AND THE NOMAD	- 234
ORGANIZATION OF THE ST. LOUIS SOCIETY AUTOMOBILE PIONEERS	- 236
AUTO IN EARLY DAYS	- 239
AUTO OWNER HELD RESPONSIBLE FOR CHAUFFEUR'S SPEED	- 242
MAJOR ROY BRITTON'S SPEECH	- 244
BACK TRACKING THE AUTO TRAIL	- 250
DEATH OF CARL BENZ, 1929	- 253
ADDRESS OF MAJOR ROBERT E. LEE	- 257
ST. LOUIS AUTOMOBILE DEALERS, 1930	- 260
AUTOMOBILE SHOWS HELD IN ST. LOUIS	- 266
ST. LOUIS SOCIETY AUTOMOBILE PIONEERS	- 268
FIRMS THAT BUILT ONE OR MORE MOTOR VEHICLES FOR THE TRADE IN ST. LOUIS	- 270

INDEX TO ILLUSTRATIONS

OFFICERS AND DIRECTORS ST. LOUIS SOCIETY

AUTOMOBILE PIONEERS, MAY, 1930 - - - Frontispiece

	Facing Page
ELECTRIC HORSELESS BUGGY, 1893 - - -	16
HORSELESS VEHICLE BUILT BY JOHN C. HIGDON, 1896 -	17
FOUR-PASSENGER GASOLINE VEHICLE, 1897 - - -	32
DR. E. V. DITTLINGER AND FAMILY IN	
HORSELESS CARRIAGE, 1898 - - -	33
MOBILE, 1899. CLARENCE WILLIAMS - - -	48
TODD COOPER, 1900 WOODS ELECTRIC BUGGY - - -	49
ELECTRIC VEHICLE BUILT BY	
HENRY F. BORBEIN IN 1900 - - -	64
GASOLINE BUGGY BUILT BY	
DR. J. M. GRENSFELDER, 1901 - - -	65
FOUR-PASSENGER STEAM CARRIAGE BUILT BY THE	
BRECHT AUTOMOBILE CO. IN 1901 - - -	80
STEAM BUGGY BUILT BY J. F. KRAFT, 1901 - - -	81
HORSELESS VEHICLE BUILT BY A. B. CULL IN 1901 -	96
LEO G. HADLEY'S 1901 WINTON TOURING CAR - -	97
TWO AND FOUR-PASSENGER HORSELESS VEHICLE	
BUILT BY DAN J. PISKORSKI, 1901 - - -	112
1903 POPE-TOLEDO CAR - - -	113
TWO AND FOUR-PASSENGER KNOX GASOLINE CAR, 1904 -	128

INDEX TO ILLUSTRATIONS—Continued

1904 ST. LOUIS MOTOR CARRIAGE CO. CAR	- - - -	129
SAMUEL J. KIEFFER IN 1903 OLDSMOBILE	- - - -	144
DR. MALCOLMB ROBB'S HOLLY ROADSTER, 1903	- -	145
FRED CAMPBELL AND TWO BROTHERS IN 1905	- - -	160
HARRY C. ROHDE, PEERLESS CAR, 1905	- - - -	161
1905 BLACK CROW	- - - - -	176
1905 PACKARD	- - - - -	177
1906 MITCHELL TOURING CAR	- - - - -	192
1903 NATIONAL	- - - - -	193
FRONT-DRIVE HORSELESS VEHICLE BUILT IN 1906	- -	208
WAYNE ROADSTER, 1907	- - - - -	209
CAR BUILT BY ST. LOUIS MOTOR CARRIAGE CO., 1907	-	224
THOMAS-40 ROADSTER. ENDING OF 1907 RELIABILITY TOUR	- - - - -	225
HAYNES ROADSTER, 1907	- - - - -	240
FIRST AUTOMOBILE SHOW HELD IN JAI ALAI BUILDING, 1907	- - - - -	242
FIVE-MILE RACE AT FAIRGROUNDS, ST. LOUIS, 1907	- -	256
STODDARD-DAYTON, 1908	- - - - -	257

EMANCIPATION OF THE HORSE

By HENRY F. BORBEIN

THE horseless vehicle, or automobile as we call it, has not only given us rapid transit and cheaper transportation, but it has emancipated the horse, which for centuries has been a beast of burden to mankind. If we stop to think of the suffering of these animals that had to serve man, since man was created; they had to serve while sick or lame, and in some cases when they were almost too decrepit to arise in the morning. It is a blessing to know that this miserable suffering is growing less from day to day, all over the world. It is not only the horse that is being released, but other beasts of burden such as camels, bullocks, asses, etc., are all being more or less liberated.

Then from the angle of benefit to man, the country is brought closer to city inhabitants, and the city is brought closer to the farmer, and this change in turn has brought, and is still bringing us more good roads. It is true that there are more accidents and deaths, but we are of the opinion that traffic regulations will be so well managed in future years, that these casualties will be lessened to a minimum.

The first horseless vehicles were built by individuals who built them for the novelty of pos-

sessing a vehicle that would propel itself, under its own motive power, and the thrill that it gave them. Then they soon saw how much they could improve the next, and with financial help, soon commenced to build them for gain. But at this time no one had any conception, of the enormous quantity production, that these first horseless vehicles would lead to.

There are also the great traveling facilities, fine scenery enroute, different climates etc., encountered while traveling from coast to coast in pleasure vehicles, and busses. With the connections that are being made at intersections, there are no limits to travel from east to west; from north to south.

They have for some time now, been experimenting with automobiles that can also be propelled on water and others are trying to make them fly in the air, so that when canyons or precipices are encountered they can fly over them. These innovations will perhaps in the future enable tourists to travel around the world. So much for the automobile at the present time, and in this generation.

J. D. PERRY LEWIS' STORY

A GROUP of five St. Louis students of the Smith Academy, under the tutelage of their guide and friend, a professor of the above Academy, in Paris, in 1892, for the first time saw a horseless carriage. They did not see it closely, but got only a glimpse as it passed by, and young Lewis said: "I would like to have one like that." So, when he got back to St. Louis, remembering a horse drawn buggy belonging to his brother, and standing idle in a shed, he soon managed to get permission to turn it into a horseless vehicle. He fastened a large sprocket on the right rear wheel, then mounted an electric motor under the body, and fastened a small sprocket on the motor shaft, and connected a chain from this to rear wheel sprocket. He then pivoted a handle bar perpendicular to the side bar of buggy and connected this with knuckle joints to the front axle on the right side. On the left side a lever leading to a controller, and circuit switch was fastened. He then installed a set of batteries in the body, and the contraption was ready to run. Mr. Lewis built this at his home, in 1893, and it was the first horseless vehicle seen in St. Louis. It would run seven to eight miles per hour, even if it was crude, as he admits. Mr. Lewis never ran it far away from home, for fear

that he and his friends would have to push it back. The vehicle met with a real accident one evening, in the 3000 block on Locust Street. The none too heavy rear axle broke right in the middle, and the heavy batteries, with other appliances, dropped down in the middle of the street. There was no pushing the machine home that night. After a year and a half of experiment with his first automobile, he decided to build a better and larger car, so gave a local carriage maker an order to build a chassis and body to carry six passengers, according to his own design. Mr. Lewis built an electric motor, and procured a set of batteries from an electric storage battery concern, and installed them, together with all necessary wiring, and other component parts. This car would make twelve miles an hour, but cost him \$1500.00 to build. He used this car a couple of years, and then later, in 1899, bought a light steam car. In 1900 he accepted a position with the Halsey Automobile Company, handling Locomobile cars, where he remained until 1912, when he established the Lewis Automobile Company, handling Chandler cars. Mr. Lewis ran this business successfully until 1927, when competition got so strong that other firms were allowing more for second-hand trade-in cars, than the profit would stand. He decided to wind up the business, and enter into something else.

GEORGE P. DORRIS GIVES HISTORY

“JOHN L. FRENCH and myself are natives of Nashville, Tenn.,” he wrote. “We were boyhood friends and attended school together. As we grew older our instincts naturally turned to mechanical problems. This interest resulted in our purchasing a second-hand Racine coal-oil burning steam launch, in 1890. We operated this launch for the season. Owing to the fact that we were both under age, we had great difficulty in obtaining a license, so we decided upon building a gasoline motor. The first one being fairly successful, we built a double 5x5 motor, which operated the boat successfully until about 1897.

“In 1895 French moved to St. Louis, to engage in the piano business with the Jesse French Piano and Organ Company, a concern controlled by his father. About the time French went to St. Louis, I became interested in automobiles from reading accounts of the early German and French experiments in the *Scientific American*, and encouraged by the success of the road race held Thanksgiving Day in 1895, at Chicago, I decided to build an automobile. I had this machine in operation in the early spring of 1897. It attracted a great deal of attention. In the fall of 1897, my auto-

mobile had reached such a state that sixty-mile trips were made.

“In 1896, French placed his order with the Winton Motor Carriage Company for one of its single-cylinder cars. The delivery of this car was, however, delayed from month to month, so that it was not actually delivered until the middle of the summer of 1898. This was the sixth Winton machine, and was successfully operated in St. Louis for a number of years following.

“French, seeing a future for the horseless carriage, as it was called in those days, decided to embark in the manufacture of cars, so arrangements were made for organizing a company. On Thanksgiving Day, 1898, I arrived in St. Louis, and the St. Louis Motor Carriage Company was organized with \$5,000.00 capital stock. John L. French was president of the company, and I was vice-president and engineer.

“No experimenting had been done in St. Louis up to that time. My first experimental car was brought from Nashville, and the first two cars manufactured in St. Louis by the St. Louis Motor Carriage Company were practically copies of my first machine and were completed and delivered in 1899, one being sold to A. L. Lambrick, of St. Louis, and one to E. H. R. Green, of Dallas, Texas, a son of Mrs. Hetty Green of New York.

HIS OWN MODEL.

"The first cars had twin cylinder 4 x 5-inch motors. From this you will see that while the purchase of the Winton car stimulated Mr. French's interest in automobiles, the actual car as first manufactured was a copy of my first machine—started in 1895 and completed in 1897.

"In 1900, the St. Louis Motor Carriage Company had developed quite an extensive business, marketing a single cylinder unit power plant machine. This car had the motor, clutch, and transmission built as a single unit and patent papers were granted to us on this type of construction, thus you will see that the first unit power plant was incorporated in the St. Louis Motor Carriage Company's product. Upon the organization of the Dorris Motor Car Company, this patent was transferred to the Dorris Company. The detail and design of this car was entirely the result of my work. One of the earliest races which the St. Louis car entered was the New York to Buffalo run in 1901, in which a St. Louis car was driven by French. At the conclusion of the race, French had the car shipped to Boston and spent the summer there demonstrating and selling the car. He sold sixty-five in Boston, which was practically the entire output of the St. Louis Motor Carriage Company for that season. The following year this same type

of car was known as the 'Boston Model,' and was sold in Boston by Reed & Underhill with great success.

"In the fall of 1902, while French was demonstrating in Pittsburg, he had a collision with a street car on one of the steep hills there, and received injuries which later caused his death. He returned to St. Louis, and in the Spring of 1903 drove a St. Louis car to Florida, passing through Nashville and Chattanooga, where he drove the car up Lookout Mountain, his being the first car to climb the mountain. From Chattanooga he went through Atlanta and other cities, arriving in Florida in a weakened condition, where he died in May, 1903.

THE ENDURANCE RUN

"In the Fall of 1903 I drove a single Cylinder, St. Louis Motor Carriage Company's car in the New York to Pittsburg endurance run. My car was No. 42, and was the tenth to complete the run. There are still a large number of single-cylinder machines in use in St. Louis and vicinity.

"The business of the St. Louis Motor Carriage Company was continued by Jesse French, Jr., his successor, and myself. The stock of the company had been increased and our product had grown to large proportions for those days.

"In the Summer of 1905, the St. Louis Motor Carriage Company moved to Peoria, Ill., and,

after a few years, retired from business. When the St. Louis Motor Carriage Company moved, I handed in my resignation, and, with H. B. Krenning as president, myself as vice-president and engineer, and Web Colburn as secretary, we organized the Dorris Motor Car Company in August, 1905.

"The Dorris Motor Car Company exhibited its motor cars in 1906 at the Automobile Show in New York. During the demonstrations at the show, one of these cars took four people up Duffy's Hill on high gear, which at that time was a very remarkable feat. Two of the party were H. H. Timken and Edward Lipps of Baltimore. The demonstration resulted in the sale of a car to Lipps.

"The first Dorris car had a four-cylinder vertical valve-in-head motor, having the valves in a line and, so far as I know, was the first valve-in-head motor of this type. The first Dorris car also incorporated a unit power plant and a multiple disc clutch in its design. Timken axles were used and the Dorris car, as built today has the same fundamentals of construction, which have been quite successful, so the car enjoys a reputation as being of sturdy build. In 1907 the Dorris four-cylinder car was driven to De Soto, Mo., from St. Louis, all the way in the high gear, this giving the Dorris a reputation for high-gear work, which it has maintained ever since."

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JOHN C. HIGDON

A LARGE motor spring wagon was built by John C. Higdon, a patent attorney, in 1895 in Kansas City and shipped to St. Louis by train, as the Missouri roads were in a deplorable condition at that time. The motive power was a stationary, single cylinder gasoline engine of ten horsepower connected to the rear axle with a single chain drive, with one speed forward and no reverse. This wagon had a large body the size of an ordinary delivery wagon but sported a canopy top, in place of the closed in or panel top style. It created quite a commotion in the streets, with crowds of eager onlookers following it most of the time. In one instance, it scared a horse attached to a buggy containing a lady. The horse, eager to get away, upset the buggy and injured the lady. This caused Mr. Higdon's arrest, and some anxiety on his part. The lady died two days after the accident, but Mr. Higdon was exonerated, as it was disclosed later that the lady had suffered with tuberculosis for some time, and that the accident was unavoidable. In 1905 Mr. Higdon experimented with and produced a light motor buggy. This had a light air-cooled engine connected with chains to the rear wheels; he manufactured and sold about 980 of these buggies, shipping them to all parts of the country. He discontinued business two years later.

LOUIS LANGAN

HAVING read horseless carriages were being built in various parts of Europe, Mr. Louis Langan, in 1896, took a trip to Manheim, Germany, and visited the Bentz Motor Fabrick. He revealed to the officers of the company that he was from America, and that he was very much interested in horseless vehicles. They received him kindly, and demonstrated some of their vehicles, also showed him various motor parts, but he did not see the inside of the machine shop where the gasoline motor, transmission, etc., were made. He remained a few days in Manheim, however, and studied the motive power, and general construction of the Bentz car, as well as possible. Mr. Langan then visited other cities in Germany, and returned to America and St. Louis. Shortly after arriving in this city he communicated with C. E. Brooks, a mechanical engineer, who also was interested in horseless vehicles, and had designed a gasoline motor intended for a motor car. They rented a shop on Eleventh Street, near Clark Avenue, in 1897, and built three motors. They were anxious to build a motor vehicle complete, but there was not enough room in their small quarters. About this time Mr. Henry Damon, who also was very much interested in horseless vehicles, offered to put

up some capital, and after considering the matter, the three gentlemen formed a company, under the name of St. Louis Gasoline Engine Company. They leased larger quarters on the corner of Ninth and Clark Avenue, and then advertised in the *Horseless Age* of New York, and other scientific journals, and soon received orders for motors, and also for a two passenger horseless buggy.

About this time, H. F. Borbein, who was building a car for his own use, inquired about an engine and transmission to use in his vehicle; but was soon plied with a lot of questions from Louis Langan, regarding the car he was building, and finding that Mr. Borbein had the chassis completed, with steering knuckles on the front axle, also a steering lever, and rear axle with compensating gear and sprocket on same, he asked Borbein to take charge of their chassis or carriage erecting department, stating that they knew only how to build the motive power. Mr. Langan offered a good salary, but Borbein hesitated, and said he would consider it. Later Langan sent for Borbein, and offered to let him have an engine for his car, without cost, and also a good salary providing he would take charge of erecting their motor cars, installing the motive power, and completing them. Mr. Borbein accepted, and in the next few days hired mechanics for his depart-

ment. The motor department developed rapidly, and more machinists were hired, among them, Ed. Doyle, and George Bounney; also Irvin Langan, who was a brother of Louis Langan. It was his duty to assemble the motors, after all of the different parts were machined; to fasten the spark plugs, timing gears, feed valves, as the carburetors were then called, in place, adjust the different parts, and thoroughly test the motors before shipment was made. Mr. Doyle was prominently connected with the automobile business in later years. The business prospered rapidly, and the motors as well as chassis were shipped to various parts of the country, and a complete vehicle was built in about two months, and was shipped to the East. Then, one day there arrived from Chicago, three gentlemen who had organized the Elgin Motor Company. They hovered around and inspected the motors, transmissions, chassis, etc., for over two days, and then placed an order for one hundred motors, transmissions and chassis, with the understanding that they were to be started on at once. The firm got busy, and ordered a hundred and some sets of castings for motors, also other material for same, a hundred sets of wheels, springs, etc., for the chassis. The Elgin Motor Company had agreed to send a check for \$10,000.00 after three days, as earnest money on the contract, but it did not arrive, so

the fifth day Mr. Langan traveled to Chicago and looked them up in the Monadnock Building, where they had a suite of three large office rooms. They took him to Elgin, a suburb of Chicago, and there escorted him through a large three story factory which they had changed from a bicycle to an automobile assembling plant. They assured him that the check would go forward in two days. Mr. Langan, who is a shrewd man, nevertheless was convinced, returned to St. Louis, and ordered all hands to push the work on the one hundred motor and chassis order. In the mean time the material for the outfits was arriving, more mechanics employed, and the work pushed forward. Money was borrowed for wages and material, and still no check arrived from Chicago. Then, Mr. Damon took a trip to the Elgin Motor Company, and after spending a day there, was also convinced that the \$10,000.00 check would follow him to St. Louis in two or three days. They continued working on the order for another two weeks, until there was no more money to be borrowed for wages. No check having arrived from Chicago, the plant was shut down, and later the stock and machinery was sold to a Mr. Hitchcock, and some was purchased by H. F. Borbein. The St. Louis Gasoline Engine Company built the first gasoline engines in St. Louis.

J. F. KRAFT

IN the year 1896, Mr. J. F. Kraft built a charcoal-burning, steam vehicle. The steam engine, and boiler, was located back of the seat, with a step, or platform, back of the boiler, convenient to stand on; and to feed the boiler with charcoal. This rear part was patterned after the old style, horse-drawn fire engines. It had a small two-cylinder engine, and a regular style fire-tube boiler. The wheels were of the bicycle type, with regular G. & J. bicycle tires.

This vehicle scared so many horses, on North Broadway, that the police wanted to arrest him, but friends interceded for him, and he was released with the promise that he would not run it on Broadway again.

The vehicle would run as long as there was water in the boiler, which would often burn out, and allow the water to escape. On one occasion he obliged two men by giving them a ride; one of them sat next to him on the seat, and the other stood on the platform in the rear. They were riding on the Conduit road, in North St. Louis, when suddenly the man in the rear got excited and grabbed Mr. Kraft's arm, causing the vehicle to turn into a ditch with about a foot of water and slush in it, turn over, and pinion the three men under it. It caused them some trouble and

anguish to free themselves, and thereby save themselves from drowning.

In 1901 Mr. Kraft built his second car, with an improved steam engine, and a boiler with 360 half-inch copper tubes, and a Bunsen gasoline burner, heavier wire wheels, and 3 x 30 inch single tube tires. The body was of the Stanhope style, with leather dash, and a lever steering device.

Mr. Kraft used this vehicle about one year, and sold it to a gentleman from Ohio, who intended to drive it to that state, but Mr. Kraft does not know whether he got there in it or not.

Both vehicles were built in the rear of 4229 North Broadway, this city.

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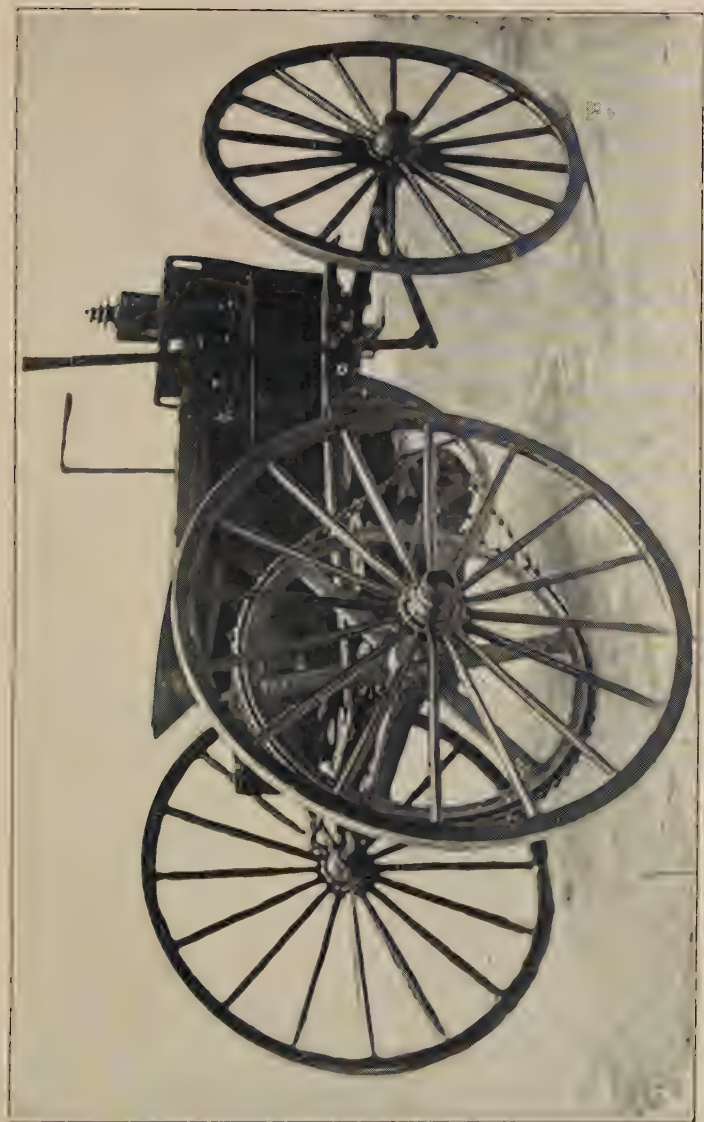
A. L. Dyke had the first automobile supply house in America.

8 8 8

J. D. Perry Lewis built the first horseless buggy in St. Louis.

8 8 8

Ashley Scott applied for an automobile license in St. Louis in 1901, and was told they had none, having only licenses for horse drawn vehicles.



Electric Horseless Buggy Built by J. D. Perry Lewis, 1893.



Horseless Vehicle Built by John C. Higdon, 1896.

HENRY F. BORBEIN

IT was in the year 1898 that Mr. Henry F. Borbein, while with the St. Louis Gas Engine Company, got his first horseless vehicle experience. Mr. Borbein, and Mr. C. E. Brooks, built the first motor vehicle for the above company, of which Mr. Louis Langan was the president. This firm discontinued business in 1899.

Mr. Borbein then purchased machinery, and fixtures, and started in the automobile and parts business, at 1112 Cass Avenue, under the firm name of H. F. Borbein & Company. While manufacturing automobile chassis, steering and driving axles, also other component motor vehicle parts, an electric motor vehicle was built by the above company in 1900. The motor was connected to a gear wheel on the compensating gear of rear axle. The storage battery was located in the body. A steering lever was connected to the steering arms on front axle with a tie rod, and also connecting rod. The wheels were equipped with solid rubber tires.

The firm was prosperous. They shipped chassis, bodies, steering and driving axles, as well as wheels, and other automobile parts all over the country, and also shipped a chassis to High Holburn, London, England.

In 1901 the Brecht Company, at Twelfth and Cass Avenue, at one of their directors meetings, resolved to manufacture automobiles, and to induce Mr. H. F. Borbein to take the management of the Brecht Automobile Company, which was a subsidiary company of the Brecht Company. Mr. Borbein accepted the offer of the Brecht Company, who then bought out the Borbein Company. All tools, machinery and stock, were moved into the larger Brecht Company building, where steam and electric vehicles were built, and shipped to branch houses of the Brecht Company, in Frankfort, Germany, also Buenos Aires, Argentine Republic, and some were sold in different states of this country. Automobile chassis, bodies, and other parts were also shipped to many cities in the United States.

In October, 1903, Mr. Borbein bought out the Brecht Automobile Company, and then organized the Borbein Auto Company, and located at 2109 and 2111 North Ninth Street, where the firm is still located. In the years from 1903 to 1912, the firm built two busses, and several touring cars to order, for individual customers.

In the year 1919, Mr. Borbein sold his interest in the firm to his son, Mr. Alfred Borbein, and to his former bookkeeper, Mr. Milton Young. The firm has since then started a wheel and rim

branch house at 3301 Washington Avenue, under the firm name of Borbein, Young & Company. Mr. Young is president and manager of the branch house, while Mr. Alfred Borbein is manager of the Borbein Auto Co.

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The first State license in this city was sold in 1910.

ø ø ø

Samuel Breadon was the first Ford dealer in St. Louis, September, 1903.

ø ø ø

The United States had in November, 1928, 78% of the licensed automobiles in the world.

ø ø ø

The first automobile license was sold in this city in 1902. It was No. 1 and was bought by Perry Lewis.

ø ø ø

The first automobile factory in this city was the St. Louis Motor Carriage Company, owned by John French, in 1898.

ø ø ø

H. F. Borbein & Company were the first manufacturers of automobile axles, wheels, chassis, and bodies for the trade in this country.

DR. E. V. DITTLINGER

THERE is an illustration in this book that shows a vehicle that was seen almost daily in this city for three years. It was built by Dr. E. V. Dittlinger in 1898, with a two-cylinder opposed gasoline motor, and planetary transmission. The body was a four-passenger, "Dosa-dos" style, with patent-leather dash. The fenders were also made of patent-leather, and the wooden wheels had solid rubber tires. The doctor, also Mrs. Dittlinger, and their three sons, are shown in the vehicle.

The car was well made for that period, but it had no brakes, and to stop it they threw it into reverse. On a certain pleasant day they were coasting down Pine street, toward Jefferson avenue, when they suddenly had to turn aside to avoid a street car, and having no brakes to stop ran into the low-hanging branches of a tree, cutting off the top of the vehicle. Luckily no one was seriously hurt.

Another time, while riding on Locust street, near Garrison avenue, two horses of a large milk wagon shied, ran over the sidewalk, and up a terrace, overturned the wagon, spilling the milk and cans all over the lawn.

Those were exciting days for the motor vehi-

cle, and the doctor could recite a good many more exciting events caused by the motor vehicle.

Later the doctor built a large six-passenger vehicle, also with a two-cylinder gasoline engine; body painted green. This was a familiar sight in St. Louis for seven years.

The family still have the first automobile license plate issued in 1902. It is No. 67.

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In 1908 there were 1,900 licensed automobiles in St. Louis.

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The world output for the year 1929 was 6,300,000 motor vehicles.

ø ø ø

The first fire department automobile was purchased by the city in 1905 for Chief Swingley, and driven by Charles T. Money.

F. C. ROHDE AND SON,
HARRY C. ROHDE

MR. F. C. ROHDE was an expert tinner and sheet metal worker by trade and actually engaged in the designing and manufacturing of automobile radiators, hoods, metal fenders, gasoline tanks and sheet metal specialities in 1898.

He started with the St. Louis Motor Carriage Company having entire charge of their automobile sheet metal department; manufacturing their radiators, hoods, metal fenders, gasoline tanks and drip pans and worked for this company until they moved to Peoria, Illinois. Then he opened his first automobile radiator shop in a small store directly opposite where the St. Louis Motor Carriage Company stood at 1230 North Vandeventer Avenue.

Soon outgrowing these quarters he moved to 3911 Olive Street opposite Halsey Automobile Company, and in those days the heart of the Automobile Center or Automobile Row as we now call it.

He occupied these premises for six years and was forced to move out to make room for the Wall Building and moved to 4135 Olive Street and enlarged this building three times to make it the largest and finest equipped radiator and

fender repair shop in St. Louis, having now occupied these premises for 24 years.

Mr. F. C. Rohde died on Friday, December 5th, 1913, and in the *Auto Review* of January, 1914, Major Robert E. Lee, the editor, wrote the following:

DEATH OF PIONEER AUTOMOBILE MAN

"In the death of Frederick C. Rohde, which occurred on Friday, December 5th, 1913, the St. Louis automobile trade lost one of its pioneers, and the owners of St. Louis who have been his friends and customers for years, a conscientious, careful and fair tradesman.

"He started with the St. Louis Motor Carriage Co., 1230 North Vandeventer Avenue in 1898, making all of their sheet metal specialties such as hoods, radiators, tanks and fenders. When this firm moved to Peoria, Illinois, he saw the need for honest work of this character in St. Louis and opened a shop at 1230 North Vandeventer Avenue. He later went into larger quarters at 3911 Olive Street, thence to 4135 Olive Street and soon became known as the first professional radiator repairer in St. Louis."

Harry C. Rohde, after the death of his father, F. C. Rohde, at the age of 21 years took charge of the entire business of F. C. Rohde Radiator Company, being president and general manager,

and today this is the largest and finest equipped radiator and fender plant in St. Louis.

He had a catalogue printed in 1915 of Auto Supplies and Attachments as well as the various models of radiators, fenders, and hoods they manufactured, the only catalogue of its kind to be distributed by a radiator and fender plant in St. Louis.

He started driving an automobile in St. Louis with a single cylinder Oldsmobile Runabout curved dash type with a lever steer, a 1903 Model, then in 1905 had another Oldsmobile Tourabout. It was a single cylinder water cooled car, wheel steer and planetary transmission, two speeds forward and reverse, single chain drive, with 28 x 3 Dunlop detachable tires.

He owned a 1906 Peerless 4-cylinder touring car. This was a four speed transmission, three speeds forward and one reverse, progressive type transmission, had piano type pedals for clutch and brake and was equipped with supplementary spiral springs on the four springs on the car, 34 x 4 clincher tires with eight tire lugs on each wheel to hold the tire securely on the rim.

In 1911 he owned one of the first Model T Fords delivered in St. Louis. It was a three-passenger Commercial Roadster, having a rear deck with a single rumble seat on it, then a two-cylinder Auto Car Runabout, wheel steer, all

steel wheels with 30 x 3½ inch Fisk bolted-on, demountable rim tires.

In 1913 bought a Marathon 5-passenger touring car. This car was made in Nashville, Tennessee and sold in St. Louis by the Marathon Motor Sales Company, 3035 Locust Street.

He also owned one of the first eight-cylinder Cadillac 7-passenger touring cars delivered in St. Louis. It was called Type-51 Cadillac, 1915 Model and cost \$2,000.00 delivered in St. Louis.

He bought another Cadillac touring car Type-59, seven-passenger and this car in August 27th, 1920, cost \$4,475.00 delivered F. O. B. St. Louis. You will note the increase in price on the same automobile within five years.

The Rohde Radiator Company is now enjoying its twenty-fourth successful year in business at 4135 Olive Street.

DR. E. M. SENSENEY

A TWO passenger buckboard was built by Dr. Senseney in the year 1898. The motive power was a single-cylinder, air-cooled De Deon gasoline motor, and planetary transmission. It had two speeds forward, but no reverse, and lever steering device. Wheels were of the Quade wire-wheel type, with light single-tube pneumatic tires. The vehicle was built in the basement of his residence, 2829 Washington avenue.

It soon developed that the motor lacked sufficient power to properly propel the vehicle, and the Doctor replaced it with a two-cylinder vertical type engine, which gave satisfactory results.

An amusing feature of this vehicle was, that when driven a little past its destination, it had to be pushed back to its place by man-power.

GEORGE S. BRAUKS

SINCE 1898 Mr. George S. Brauks had up to December, 1927, built in his spare time, seven horseless vehicles, every one of them being up-to-date in style at the time they were being made. Therefore, the last one, which he is using at present, is as modern as any other automobile in its class.

The first one was a two-passenger horseless buggy, built in the engine room of Tony Faust's famous restaurant and beer garden in 1898. The body was of Stanhope pattern with leather dash, wooden wheels, and solid rubber tires; single-cylinder gasoline engine, with chain drive. Working three hours every night, it took five months to build. The whole vehicle, excepting the castings and wheels, were of his own making. Cost of material \$250.00. Own labor at 50c per hour, \$219.00. Not so bad for nearly all hand labor. Mr. Brauks is a first-class engineer and machinist, and was at that time engineer for Mr. Faust.

Later, in 1900, he built a four-passenger vehicle, also with a single-cylinder gas engine, wooden wheels, and solid rubber tires.

In 1902 he built one with a two-cylinder opposed gas engine, with a five-passenger tonneau body with side entrance on one side. This car

had pneumatic tires, and a wheel steering device. The previous vehicles had lever steer.

Next he built a fourth car, in 1904. This had a four-cylinder gas motor, eight-passenger, double tonneau body.

In 1907 he completed his fifth machine, which was a five-passenger touring car, and bevel gear drive in place of chains. It is self evident that every time he completed a car, he knew how to build the next one better.

In 1910 he built a very neat touring car with symmetrical lines, including large metal fenders and extension top. This car was kept for years, and in 1927 he built his last car, a classy roadster with top, which he is using at present.

A street car collided with the third car, on Delmar Avenue, near St. Lukes Hospital, and wrecked it.

Mr. Brauks traded the fourth car in on a two-story residence, in which he resides at present, paying a cash balance.

The other cars were sold, after he had obtained all the pleasure that he desired from them.

ASHLEY AND SEMPLE S. SCOTT

IN a stable in the rear of 2323 Lucas Avenue, in the year 1898, Ashley and Semple S. Scott built an eight-passenger open (no top) electric bus, built on the horse-drawn pattern, with wooden wheels and solid rubber tires. This bus ran well, without noise or vibration, being equipped with an electric motor, and a set of batteries. The mileage, however, was very limited. They later rebuilt this vehicle, and both brothers operated it as a public carrier, on regular trips during the street car strike in this city; the route being on Olive Street, between Sixth Street and Boyle Avenue. Mr. Semple Scott is quite sure that this was the first bus line in St. Louis.

In 1899 the Scott brothers built an electric runabout with improved batteries, and many times ran it out to the Country Club in Clayton, and back on one charge. Semple Scott believes that this was the first electric vehicle built entirely in St. Louis, which could really be called a success.

In 1900, due to financial difficulties, but always being friendly pals, Ashley and Semple separated. Ashley then associated himself with Tod Cooper, who furnished the capital, and built two electric storm buggies, also one delivery truck, in the 3900 block on Olive Street. These vehicles ran

well, compared with other horseless vehicles of that period, but purchasers being very skeptical in the early period, they made no sales, and later abandoned the idea of building vehicles for the trade, and gave up the business.

In the meantime, Semple Scott found a good backer in Charles Drummond, and they built quite a substantial two-story building at 3909 Olive Street, and called the new firm the Scott Automobile Company. They then bought out the Scott-Cooper Company, and Ashley joined his brother again. At this time they also bought out The St. Louis Electric Automobile Company owned by A. L. Dyke. They built a number of electric vehicles, and one steam car. They also partly finished another steam car with two boilers, and a steam condenser, which would have had ample power and endurance, with no exhaust steam. Mr. Scott claims that if this car had been completed, it would have given the then young automobile industry quite an impetus, and probably would have been the foundation of a large enterprise. It would have greatly hampered the White Company from obtaining patents on steam condensers, but before the vehicle was completed, Mr. Drummond lost faith in the automobile business, and this was the end of the company. Semple Scott then parted from Ashley again, and the latter, late in 1901 secured some agencies, and

sold various automobiles for a good many years.

Semple Scott then experimented with, and partly completed a ten-ton, four-wheel drive, gas-electric truck in the yard of the John Ramming Machine Company, and also completed an electric chair car with a stop guard around the sides, and front of same, about four inches above the ground. This was a sample car built with the intention, of Mr. Scott's backers, of operating a large number of them at the World's Fair in this city in 1904. They secured a concession, and then more business red tape, and lack of capital, ended what would otherwise have been a very promising enterprise. Mr. Scott did, however, operate two chair cars at the Fair, in a small way.

This ended the building of automobiles for Semple Scott, and he went back to mechanical engineering.

H. G. TURLEY

MR. TURLEY'S first experience in the automobile field was in making parts for a number of the early cars.

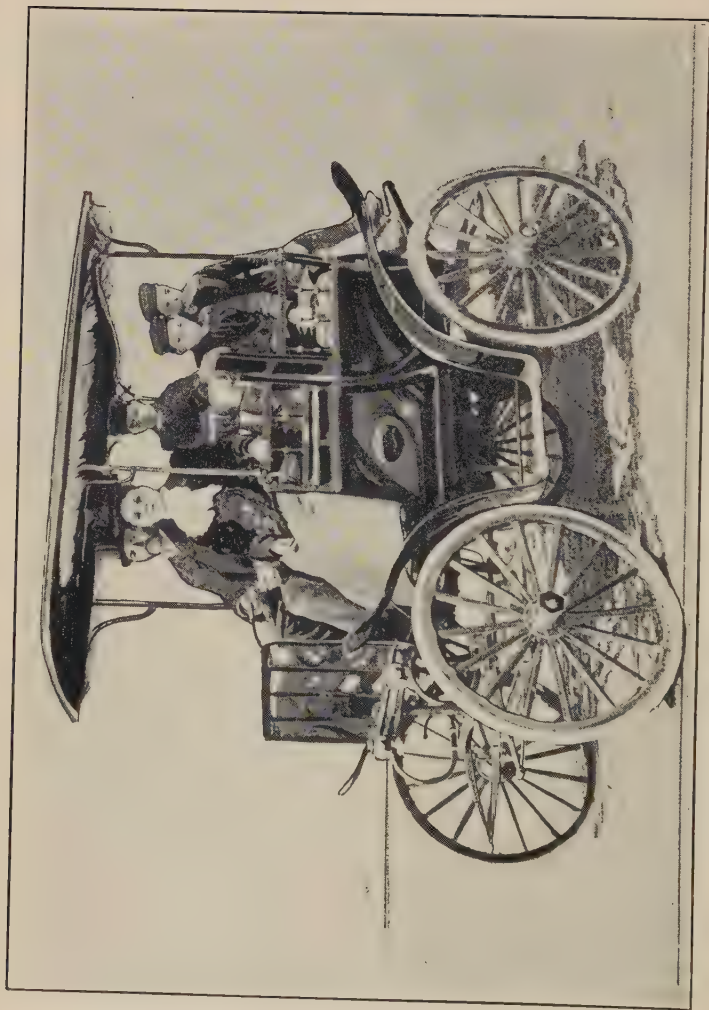
About 1897 or 1898 when the St. Louis Gas and Gasoline Engine Company were doing a rushing business making engines and cars, Mr. Turley furnished many gears and parts for them. At that time shops that could make gears and parts were few and far between. In many of the early cars, gears and other parts made by Mr. Turley played a conspicuous part.

In 1903, Semple Scott designed a small electric car to be used by visitors at the World's Fair. This car was built in the Turley shop which was located at that time at 214 Locust Street. This car had a Wicker body which was hung very low. The motive power of the car was derived from a storage battery. It was designed to run three or four miles per hour. This first car was apparently a great success, and Mr. Turley had visions of a large contract to build these cars to be used at the fair, but about that time something went wrong with financing the enterprise and the proposition fell through.

Mr. Turley purchased a Stanley Steamer in the early automobile days, and has used no other



Four-Passenger Gasoline Vehicle Built by Geo. P. Dorris, 1897.



Dr. E. V. Dittlinger and Family in Horseless Carriage Built in 1898.

make in all these years. He is at present using his fourth Stanley car, a 1924 model. These were the last cars built by the company, who have since discontinued building automobiles.



HORSE JUMPS IN AUTOMOBILE

THE automobile of Ben Altheimer, 4346 Westminster place, and driven by Chris Godlove, narrowly escaped demolition on Sunday evening, September 23, 1906, when an unruly horse, driven by Frank Norris, took a notion to jump into the tonneau. The accident occurred on Locust street, near Jefferson avenue, and resulted in one of the occupants, Miss Kalter, of 4200 Washington avenue, being thrown to the ground and sustaining a badly bruised shoulder. The automobile was damaged to the extent of \$100.00.

W. ASHLEY GRAY

NOTHING gives Mr. Gray more pleasure than to talk with someone of the automobiles of the early days, their peculiar characteristics, the hills they would climb on high and the difficulties encountered on some trips.

His first thrilling experience with a horseless carriage, as they were originally named, was in riding when a boy with a doctor living in the Cabanne neighborhood, who had a self-propelled motor carriage constructed out of an old farm wagon in which was placed a coal-burning steam engine which created the motive power through a series of sprockets and chains to the rear wheels. This vehicle made slow progress and the iron rim wheels made a great deal of noise. This was about 1898 or 1899.

Mr. Gray's activity and real interest in the automobile actually started in 1903, at which time he was so anxious to know all about these *autos*, as they were called, that he would help repair the cars of neighbors. In this way he soon gained a knowledge of how to "fix" them and to run them. In 1905 his father bought a Franklin five-passenger, rear entrance touring car. Everything was extra in the way of equipment, with the exception of the coal oil side-lights which were furnished, and the car did not even have a wind-

shield. This car was purchased from the Halsey Automobile Company, 3916 Olive street, who were also agents for the Packard and Winton (Red Devils).

The motor in this car was set crossways in the frame and had a chain drive to the rear axle. This chain, when stretched out, was about 12 or 14 feet long. Of course, in those days a ride through Forest Park was about all that could really be considered safe; however, this was a very satisfactory car and it was not long before much pleasure was found in going all over St. Louis County. In the Summer of 1905 at the old Fairgrounds race track, Mr. Gray was driving this Franklin and was given a three-mile start in a 10-mile race, but was beaten by Fred Grinham in a Packard 30.

Realizing the necessity for a larger car the Franklin was sold late in 1905 for a Pope-Toledo. It was larger, all right, but troubles soon started as longer trips were made over nothing but dirt roads. Having relatives in Columbia, Missouri, Mr. Gray was naturally anxious to drive up there. He started one morning at 6 o'clock, and reached Warrenton, Missouri, 68 miles from St. Louis, at 7 o'clock that night. Soon after leaving St. Charles over the old Boone Lick Trail the party ran into rain; slipped into the ditch many times and at least five times had to take the side driving

chains off and with a screw driver and hammer punch the accumulation of clay and small rock out of the sprockets as this caused the chains to stretch so they would turn. At Warrenton they had to wait until the roads dried out, and until spark plugs, carburetor and other repairs were made, and returned to St. Louis two days later as the roads further on were impassable. Several weeks later the roads were found good and the trip to Columbia, 147 miles, was made in two days. The day after arrival in Columbia one of the automatic intake valves dropped down in the cylinder. Needless to say, the piston was smashed. Mr. Gray's mother, father and brother returned on the train while Mr. Gray waited three weeks for a new piston. The trip home was made with much ignition trouble as the timer had a short.

People do not realize at the present time that in 1905 you spent at least half of your time when making a trip of this kind helping people get their horses past your car as they (both the people and the horses) had never seen a car and some were terribly frightened. Many buggies and wagons were overturned, harness broken and ill-feeling created toward the motorist. Mr. Gray recalls on the above trip that he met a farm wagon in which a farmer and his wife were riding. When they looked around both of them

leaped off of the wagon. In the meantime the car had stopped. Going up to the man, Mr. Gray told him he would hold his team. But the man thought it best to turn the team around and told Mr. Gray that if he would lead the old lady by, he could handle the team. While in Columbia a man came up to Mr. Gray and warned him if he scared his "hoss" he would shoot him.

Well, lots of fun was had, but it was hard work repairing the old lug type tires, broken wheel bearings, slipping clutches, casing blowouts, ignition troubles, being bothered with boiling water and what-not. In the early days there was always carried a 20-foot rope, chains and a good spade, a complete tire repair kit, blowout inner-casing shoes and a general assortment of nuts, bolts, wire, etc.

Late in the summer of 1906, Mr. Gray's father's partner, J. E. Kaime, bought a Thomas Flyer and offered to pay his expenses if he would drive him and Mrs. Kaime through New England. Needless to say, he jumped at the chance and they drove all over the New England States. Their greatest difficulty was to get the motor started. One day as they were about to stop in front of the Matheson Hotel, at Narragansett Pier something went wrong and they sent word to the garage to tow them in. Much to their surprise the tow car was a grocery wagon drawn by

one horse. Well, it took some horse to pull that big car in—the clutch shaft had broken.

Mr. Gray was the first man to call on Mr. Anderson, who was soon to open the first Ford branch on Olive street, for a position as salesman. He says he shall never forget, when he told him he knew enough about the automobile “game” to sell cars that Mr. Anderson informed him Mr. Ford would not have anyone working for him who called this business a “game”. He became “peeved” at that and went to the Dorris Motor Car Company, where he was put to work as salesman at once. During his long connection with this firm he sold many cars for them.

Mr. Gray lowered the record between St. Louis and DeSoto in 1909 with a Dorris car. The time was one hour and thirty minutes. At that period hill climbing contests and endurance runs were indulged in frequently. A most exciting hill climb occurred at 5 o'clock one spring morning between a Dorris 1910 model, which he drove, and a Stevens Duryea, owned by Mr. Louis Denning and driven by Bob Car, at Solomon Hill. It was a three-heat event for \$1,000 in which Mr. Gray was defeated. Such contests were going on between one make of car and another constantly.

In 1910 Mr. Gray had the pleasure of winning the then famous Kansas City Star annual en-

duration run through Kansas and Nebraska with a Dorris car.

In 1911 he took the agency for the six-cylinder Kline Kar, made in York, Pennsylvania. He won the 100-mile race with this car over a course in St. Louis County in 1911 and still has the cup. The Kline Kar factory failed and he returned to the Dorris sales staff and later was appointed assistant sales manager of the Packard-St. Louis organization where he remained until 1918, at which time he entered the life insurance business.

He has owned twenty-six different cars personally and thinks automobiles are absolutely responsible for the marvelous development of this country.

A. W. NIEDRINGHAUS

IN October, 1899, Mr. Niedringhaus placed an order for a Locomobile Steamer with the Locomobile Company of America at New York City, priced at \$900.00, sending \$600.00 with the order. On Saturday, April 7, 1900, after paying \$300.00 plus \$45.00 freight, three boxes were delivered. He and two darkies worked from 1 o'clock in the afternoon, until 12 o'clock midnight. On Sunday morning the master mechanic from the Granite City Steel Company came at 7 o'clock. He worked until 11 a. m. The boiler and engine were under the front seat. Steam pressure up to 450 pounds, 20-gallon water tank in rear. This was a two-seated car with a buggy dash board and a buggy top. After steam was raised the master mechanic explained how to steer and which gauges to watch. Mr. Niedringhaus asked the mechanic to get in with him. He said neither of them knew much about it and he would not take a chance. Mr. Niedringhaus lived at this time on the south side of Lindell boulevard, a few houses east of Vandeventer. Lindell was not a paved street. They arrived on the street safely and all horses immediately left Lindell boulevard. They rode out as far as Forest Park.

In 1902, Mr. Niedringhaus bought a White Steamer which cost \$1,200. This was a flash boiler. Safety-valve was set at 750 pounds. One Sunday morning he was at Union and Delmar, facing south, when a mounted policeman rode up and wanted to get his horse used to the auto. Mr. Niedringhaus had forgotten to shut off the fire. The policeman rode around the car several times, and just as he was near the front of the car the safety-valve let go. The horse ran away with the officer and he was in Forest Park before he could stop him. The officer claimed afterwards Niedringhaus had done this on purpose.

In 1903 he bought a two-cylinder Winton touring car for \$2,500. This car was equipped with three oil lamps, no top or windshield and the entrance to the tonneau was in the rear.

The car illustrated was a 1905 Packard touring car. This was also equipped with three oil lamps and cost \$3,500. The windshield and top were made by the William Young Carriage Company, then at 4524 Delmar boulevard. The windshield was hinged on top and could be lifted back for ventilation. The top was of wood and extended far enough forward to make a windshield wiper unnecessary. Roller curtains in the top could be lowered during a rain. The motor was a four-cylinder, water-cooled.

In 1907 Mr. Niedringhaus bought a Packard

four-cylinder, seven-passenger touring car. This cost \$4,200.

In 1912 he bought a Packard six-cylinder phaeton, which cost \$4,200.

In 1914 he bought a Packard six-cylinder, which cost \$3,750.

In 1917 Mr. Niedringhaus bought a Packard twelve-cylinder which cost \$2,800. He drove this car until October, 1927, when he bought a 1927 Packard six-cylinder phaeton for \$2,500.



AUTOMOBILES WERE EXCLUDED FROM CEMETERIES BEFORE 1909

IN December, 1909, an item of importance to all local automobilists was the notice sent out by Sam D. Capen, president of the Automobile Club of St. Louis, that automobiles would be admitted to the Bellefontaine Cemetery, when the owners presented an admission card, which could be secured from the cemetery association, the offices of which were in the Security building, Fourth and Locust streets. Cards were furnished to lot owners only.

TODD COOPER

THE Scott and Cooper Manufacturing Company was formed in 1899 by Todd Cooper and Ashley Scott to build horseless vehicles. They built three cars, two of the Stanhope type, and one panel body delivery wagon at 1911 Locust Street. These vehicles were electrically driven with motor connected to the rear axle and batteries in the body. They were equipped with solid rubber tires, leather dash and lever steering device. This firm later merged with the Scott Automobile Company who were located in the 3900 block, west of Vandeventer, on the north side.

The Scott Automobile Company consisted of Charles R. Drummond, Semple Scott and Ashley Scott. Then looking for more automobile experience, Mr. Cooper took employment with the St. Louis Car Company, who were at that time building the American-Morse cars of French design. Later he was with the Moon Motor Car Company, and then with the Western Auto Company which was organized by Marion Lambert and Sam Breadon, and located on Walton avenue between Washington and Delmar avenues. In later years he was also with the Mississippi Valley Automobile Company as demonstrator, and

managed the White Motor Company's branch in the 1800 block on Locust street. At this time the White Motor Company was building gasoline cars.



AN 1860 AUTOMOBILE

AWAY back in 1860, one Ricketts built and operated in England, a steam pleasure car weighing two and one-half tons, including water, coal, and three passengers. This car made 20 miles an hour, but was finally interdicted by act of Parliament, because it "scared horses and is otherwise dangerous". This law was in effect in England until 1896, when the motorists forced its repeal. What would have been the development of the automobile if this brake on inventiveness had not been fixed so tight for so long?

F. STEUTERMAN

A MOTOR buggy with a single-cylinder gasoline engine was built by Frank Steuterman in the year 1899. The engine was fastened on the reaches, which extended from front to rear axle. This method of placing the motor was done to keep the driving-chain to rear axle in proper tension, and to prevent it from crawling off the sprocket which was fastened on rear axle. The body was of storm-buggy pattern, with a leather dash in front. It had one speed forward, and no reverse. The wheels were equipped with solid rubber tires.

On a trial run near Lawton Avenue, the vehicle stopped in front of a college. The water tank to keep the engine cool was located in the rear part of the body, and a rubber hose which connected the engine to the tank worked itself loose and the hot water sprayed around the vehicle. This caused a crowd of students to surround the vehicle, and yell like Indians, also giving all kinds of advice.

Mr. Steuterman worked on the vehicle about one year. He was eighty-three years of age at the time these lines were written.

A. B. CULL

MR. A. B. CULL, and Mr. A. A. King, were in the electrical business in 1899 and decided to build a horseless buggy. They bought a running gear designed for an electric vehicle. This had 38-inch wooden wheels, with solid rubber tires. They mounted a two-passenger buggy body on the chassis, and installed a B. and P. Fairbanks-Morse engine in it, such as were used for air compressors. This engine was mounted horizontally under the seat, with a chain drive to rear axle. It was operated with a single clutch having one speed forward, and no reverse. The control was entirely by the governor on the motor, there being no spark or throttle to operate. Engine cooling was obtained by a tank under the back part of the body, with a few coils of pipe. This was without a doubt a most simple outfit, and ran well. The maximum speed was about ten miles an hour, and these gentlemen derived quite a lot of pleasure out of it, going as far as Clayton in it at one time. Mr. Cull does not remember what became of it, but presumes it died like some others in the scrap pile.

In the winter of 1901, Mr. Cull built a second car, which was a remarkable improvement over the first. It had a single-cylinder motor

mounted in the center of the body, with chain drive, and planetary transmission, with two speeds forward, and one reverse. The wheels were of the artillery type, with single-tube pneumatic tires. Cooling system was by tank, disk radiation on tubes. This was a two or four-passenger vehicle, constructed with a folding seat which disappeared when the vehicle was used for only two passengers. It had a wheel steering device in place of lever steer as used in the first car. This motor vehicle was built at the Briner Electric Company's shop, at Second street and Franklin avenue, and when completed was hoisted out of the second story window with a crane, and then taken to the paint shop. Mr. Cull used this car until 1904 and then sold it to Mr. French, who used it quite a while.



A. B. CULL WAS MANAGER IN 1910

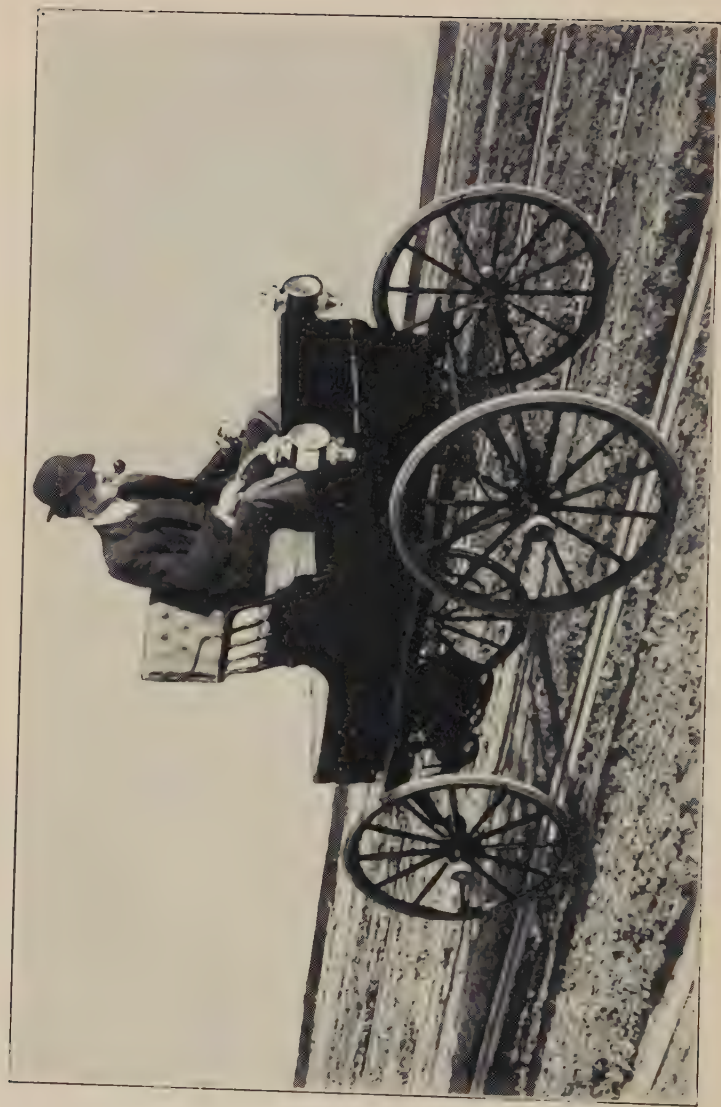
A B. CULL, who for sixteen years had been connected with the company in various capacities, was made manager of the South Side Automobile Company, 2332 South Grand avenue, in 1910, J. K. Gruner having resigned. Mr. Cull had charge of the St. Louis sales of Corbin cars and Stanley steamers, and of the Kelly Truck, in addition to the large garaging business of the company.

CLARENCE A. WILLIAMS

THE first Mobile Steamer sold in the State of Kentucky was purchased by Mr. Phil Allison, of Louisville, then located on Main Street, west of Fourth Street. This was in 1899. The price was \$750.00. Mr. Anderson, who is at present located in St. Louis, sold the machine at that time. Mr. Clarence A. Williams was given charge of the vehicle, to take a Remington Typewriter salesman on a business trip through Louisville, Shelbyville, Lexington, Winchester, Frankfort, and other towns, covering a period of five weeks. They encountered all kinds of hardships, through mud, stones, ruts, stumps, dust, etc., a trip which could be made in two days at the present time. The delay was caused not only by bad roads, but by frightened horses which resulted in runaways, arrests, fights, and so on. Mr. Williams does not remember how many typewriters were sold, but he does know that he did not take any orders for Mobile Horseless Carriages. However, the trip resulted in a lot of prospects. Mr. Williams, who is a first-class machinist, kept the machine in first-class running order. He later took a position as foreman of the Repair Department with Mr. Worth Otto, who was then owner of the Motor Vehicle Company on Third Street, near Walnut Street,



Mobile, 1899. Clarence Williams.



Todd Cooper, 1900 Woods Electric Buggy.

in Louisville, Kentucky. This firm handled the Oldsmobile, one-cylinder, with curved dash, the Winton, Cadillac, and White Steamer.

In 1903 Mr. Williams came to St. Louis, and was employed by the Mississippi Valley Automobile Company, who were agents for the Oldsmobile one-cylinder, and also Pope-Hartford with one-cylinder gas engines. Later he worked for Mr. Charles Marien, who was operating a general automobile repair business, and also the Western Automobile Company, and the McNish Automobile Company.

Mr. Williams is at present salesman for the Western Automobile Co., distributors of Pierce Arrow cars.



ST. LOUIS SUPPLIED NEW YORK

THE Webb Motor Fire Apparatus Company, of St. Louis, the first week in March, 1911, made a shipment of twelve pieces of motor fire apparatus to the city of New York, for the use of its fire department. There were two motor engines, two aerial trucks, and eight hose wagons in the shipment, which made a very handsome parade through the streets of St. Louis just before being loaded on the train.

GEORGE FLORI

MR. GEORGE FLORI had an exciting experience when he started his motor vehicle for the first time. It was propelled with a wheel steering device, which steered the wheels to the left when the hand-wheel was turned to the right, consequently, when he started out, he turned the hand-wheel to the left and front right wheel hit a trolley pole. A stout negro woman standing near the pole let out an ear-splitting yell, and nearly fainted.

On another occasion, while riding out Sullivan avenue, a horse which was tied to the post of a large sidewalk porch became frightened, and tore away the post, which caused the porch to fall to the sidewalk.

This was a five-passenger vehicle, with tonneau door opening in rear. The motive power was a single-cylinder gasoline engine with a six-inch bore and six-inch stroke, with single chain drive to rear axle. The radiator in front was made of half-inch copper tubing coils. The wheels were equipped with three and one-half inch pneumatic tires.

The car was built in 1900, on Seventh street, near Elm street, where Mr. Flori's machine shop was located at that time.

THE BRECHT AUTOMOBILE COMPANY

IN the fall of 1900, the Brecht Company of this city received a request from their branch house in Frankfort, Germany, to ship over a half-dozen electric vehicles, as there was a demand for American-made motor vehicles among the better class of Germans in that locality.

The Brecht Company canvassed the automobile field in this country, and made agency agreements with the Waverly Electric Vehicle Company of Indianapolis, and the Woods Motor Vehicle Company of Chicago, who at that time were manufacturing some of the best and most practical motor vehicles.

The company ordered three electric vehicles from each of the above firms, to be shipped direct to their branch house, in Frankfort, Germany, which were sold within sixty days, and resulted in many repeat orders.

On account of this encouraging business, the Brecht Company decided to manufacture automobiles, and organized a subsidiary company, called "The Brecht Automobile Company." Mr. H. F. Borbein, who at that time had a machine shop in the 1100 Block on Cass Avenue, where he built motor vehicles and automobile running gears, was engaged as superintendent. This new company made four different styles of electric

and four styles of steam machines. The automobile business increased greatly, and within only several months time they shipped two car loads of electric and steam vehicles to Germany, and some to their other branch house in Buenos Aires, South America.

The Brecht Automobile Company also made component parts, such as steering and driving axles, artillery wheels, complete chassis, bodies, etc., and shipped them all over the country.

With an increased sales force, and judicious advertising the company did exceedingly well, and their business expanded with leaps and bounds, so much so that they were handicapped for room. As their other packing house machinery, and refrigerator business was increasing, a special directors' meeting was called, to decide whether or not they could secure larger quarters for their automobile business, to take care of their ever increasing trade. By a resolution it was decided that the officers and directors would devote their entire time to their old established business, which was founded by Mr. G. V. Brecht in 1853, and they then sold their automobile business to Mr. H. F. Borbein, who located on North Ninth Street, in October, 1903.

Mr. Chas. Von Brecht, then secretary of The Brecht Company, managed the automobile department, and built one exceptionally handsome

touring car in their factory, for his private use, and this car was often seen on the boulevards during the St. Louis World's Fair, in 1904.

After the dissolution of The Brecht Automobile Company, the Brecht Brothers, Gus, Frank and Charles, devoted their entire time to expanding the constantly increasing business of the Brecht Company, who were shipping their products all over the world.

It is needless to state that the Brecht brothers have been great devotees of automobiles, and each of them has been operating several cars ever since they were in the automobile business.



THE AUTO REVIEW

THE AUTO REVIEW, a monthly automobile journal was published in St. Louis by the Auto Review Publishing Company, Mr. N. T. Gutelius, was president and editor and Arthur C. Williamson, secretary and associate editor. It was first issued in 1905, and was published continuously until 1916. In 1908 Messrs. C. V. and P. P. Anderson purchased the journal, and Mr. Robert E. Lee was made editor.

WILLIAM A. SMYTHE

MR. SMYTHE'S interest in the automobile was first aroused in the year 1900 while standing on the corner one Sunday at Washington and Broadway watching the motor busses going to and fro over the Eads bridge.

A few months later he started in the automobile business with the Mississippi Valley Automobile Company operated by H. S. Turner, Jr., on Olive Street west of Vandeventer Avenue. The company handled the Mobile, and Toledo Steam cars, the latter changing to a gas car and called the Pope-Toledo; the Fournier-Searchmont which was a two-cylinder gasoline car with the engine mounted on the rear axle; the motor was not cranked in the usual way with a crank, but cranked from the rear of the car by pulling a long strap attached to a ratchet pulley which automatically rewound itself; the Knox, a two-cylinder, air-cooled gasoline car; the Autocar a small two-cylinder car; the Oldsmobile a small single-cylinder runabout with a curved dash, resembling a buggy; the Pope-Waverly, and the Columbia Electric, which latter changed to a gasoline car.

Mr. Smythe remained with the above company until 1906 when he associated himself with Mr. J. A. Prescott and Mr. William Rea who organ-

ized the Lakedel Auto Company which occupied the building at 5143 Delmar Avenue. The company handled the DeLuxe, a four-cylinder gasoline car, the Wayne, the Jackson, the Stoddard-Dayton, and the Couple Gear Electric truck.

Leaving this company in 1908 he went to the St. Louis Car Company which at that time built the American Morse; later with Tom W. Benoist he operated the Vesta Battery Company in the building at 3933 Olive Street, leaving this company in 1910 to join the automobile department of the Kingman Plow Company, 2600 N. Broadway who was distributor for the Rambler automobile. He later went with the Burns-Ramsden Motor Company, organized by Mr. L. M. Burns and Mr. J. H. Ramsden, formally of the Kingman Plow Company to continue the distribution of the Rambler Car in St. Louis. The company occupied the building at 5033 Delmar Avenue.

In the year 1913 he went with the Rockford Overland Company, Rockford, Illinois, returning to St. Louis in 1916 to accept a position with the Mississippi Valley Motor Company organized by Mr. E. A. Hatfield to distribute the Oakland Car in St. Louis. He remained with this company until 1927 when he went to Dallas, Texas, with the Panyard Piston Ring Company, returning to take charge of the Panyard Branch of St. Louis where he is at present.

BURT O'NEAL

MR. O'NEAL'S automobile experience dates from the early part of 1900, starting with White Steamers in Hiawatha, Kansas, a Mr. Finley Graham and Mr. O'Neal having brought a car Mr. Graham's father purchased in Omaha to Hiawatha and what a time they had. They had more trouble getting it in and out of the garage or rather barn than during the entire trip. Neither of them could drive very well, and in small places they ran against the doors of the barn, bumped the fenders and lamps, and it seemed they were playing around with a football every time they tried to get it in and out of the barn.

The next year Mr. O'Neal was attending school at Washburn in Topeka and worked in the garage of Charles Mathews after school hours, learning repairing, etc.

The following year, 1904, Mr. O'Neal took on a Ford agency in Topeka, and some time during that year or 1905 drove the first model T Ford from Kansas City to Topeka. It took four days to make the trip.

Mr. O'Neal continued to attend school until April, 1907, and during the summer months, Saturdays, and after school hours, tested automobiles for the Great Smith Auto Company. This

was a four-cylinder, shaft-drive, seven passenger touring car, that had a patented transmission by one of the Smith brothers, whereby you could shift the gear without releasing the clutch as the gear-shift lever released the clutch automatically—so it made gear shifting noiseless and very easy. Another feature of this automobile, but which was not a good one, was the square front axle, made out of a perfectly square piece of steel.

While going to Manhattan, Kansas, with one of them the front axle broke on both sides just outside of the springs. That came very near ending Mr. O'Neal's career in the automobile business.

On April 18, 1907, he flipped a coin in the station at Topeka to see whether he would go to Minneapolis and St. Paul, at which place he had a brother working for the Twin City Telephone Company—or come to St. Louis where he had an uncle. The coin said St. Louis.

He arrived here on the morning of April 19th and went to the city hall to get a chauffeur's license—as he thought he would have to do.

He met a man by the name of Fleming who advised him that the Mississippi Valley Automobile Company, then located at Vandeventer and Olive, was the most prominent automobile concern in St. Louis. He went out there and met a

Mr. J. H. Phillips, then the manager, and told him what he knew about automobiles. He was given a job working at nights filling cars with gasoline and driving rental. This lasted until Thursday night of that particular week—at which time the place caught fire and burned to the ground.

About ten employes, including Mr. O'Neal were fortunate in getting out of the building as the gasoline and prest-o-lite tanks stored there made this fire one of the most spectacular in the history of St. Louis. About 65 or 70 automobiles burned up.

In the next few days the Mississippi Valley Automobile Company opened up at 4601 Olive, which is now the home of the Modern Auto Repair—so ably managed by our old friend Bill Lohse.

Mr. O'Neal worked there at nights for about two months. Then Mr. Phillips bought several four-cylinder Elmore touring cars and started one of the first rental auto companies in St. Louis.

Mr. L. Jagemann, of the H. C. Merry Company, was one of the drivers of these cars, Mr. Charles Deane, Harry Richter, and Mr. O'Neal made up the balance of the drivers.

In the latter part of 1907, along about December, he toured to Chicago in a Packard car and

got a job with the Locomobile Company—demonstrating Locomobiles. Stayed up there until September of 1908 at which time he returned to St. Louis and started to drive for the family of J. H. Kelly, owning a Pope-Hartford five-passenger touring car.

He worked for Mr. Kelly until September, 1914, and sold Stearns cars during these five years, also Buicks, which agency at that time was located at Twelfth and Locust streets.

About September, 1914, he went to work for Swartz, who had the Velie Agency in the 5800 block of Delmar and worked there until about May, 1915, at which time he took charge of the sales department of the Von Arx Auto Company and stayed with them up to the time of the war. He was in the air service eighteen months when he returned to St. Louis.

Mr. O'Neal went with the St. Louis Cole Auto Company—their manager being Mr. J. H. Ellis, one of the pioneers in the auto industry in St. Louis, who is now deceased.

September of 1920 found him with the St. Louis Cadillac Company, where he worked as salesman until December, 1923. At that time he joined the sales department of the Owen-Baskett Company—Lincoln dealer. This later changed to the W. H. Owen Company, and in February, 1928, was taken over by the Broadhead Company.

DR. MALCOLM ROBB

A LIGHT motor car using a DeDion motor (French make) was built in this city by Dr. Malcolm Robb, in 1901. It was a single cylinder motor with transmission, and two driving chains running to sprockets on compensating gear of rear axle. It had two speeds forward, but no reverse. This vehicle was different from other motor cars on account of the front axle being made of hard wood. Two pieces of ash wood, separated by small wood blocks were fastened into bronze sockets cast on the steering knuckle yokes. This was of a unique pattern, but held up well. The radiator was made of tubes with disks, connected to the water tank, in the body, which was of the two passenger type. It had acetylene lamps but no windshield or top. This vehicle cost \$700.00, to build, and would run about 45 miles on one gallon of gasoline. Dr. Robb states that his trouble was to keep the driving chains from jumping off the sprockets after a little stretching. He owned this car two years; but heard of it running on the streets of Nashville, Tenn., several years afterward. Mechanical ventures is a hobby with the doctor.

J. L. WIEMEYER

IN 1901, in a little machine shop at 1546 Ohio avenue, of this city, Mr. J. L. Wiemeyer, in his spare time, built a motor buggy with a two-cylinder, opposed-type gasoline engine, and planetary transmission, with two speeds forward and one reverse, with single chain-drive to rear axle. The body was of the two-passenger Stanhope pattern. The wire wheels were equipped with 28 x 2 1/2" single-tube tires. Mr. Wiemeyer built the engine as well as the feed valve or carburetor himself. He had good luck in assembling the car, and it ran several miles on the first trip.

After disposing of this vehicle, he built another with a three-cylinder, two cycle, vertical engine, for four passengers. Later he built a four-cylinder, five-passenger car. After this he built three more four-cylinder cars, with various types of bodies, and then embarked in sales agency business, handling at various times, Aperson, Ford, and Ames cars.

HENRY FLAIR

MR. HENRY FLAIR, while working for the Meyer Bros. Drug Company, conceived the idea of building a horseless vehicle in his spare time, and started with a steam engine and boiler in 1901. When, after a little over a year's time, he had it completed, and ran it out on the street several times, the motive power did not seem satisfactory. He then took the car all apart, and changed the chassis, using a long angle-iron frame which gave him more room to fasten the motor in the front part of the car, and gave the machine a longer wheel base. A two-cylinder gas engine with a planetary transmission was hung in place, with chain-drive to rear axle. He used the wheels from the first car, but had them cut down and changed from solid rubber to pneumatic tires. A four-passenger side entrance body with doors, also a wheel-steering device and fenders were fastened in place, and the car was ready to run. During this time the days dragged into weeks, and months, and it was 1903 when the car was completed. Mr. Flair took several trips about St. Louis, but one day rode to Mascoutah, Illinois, then to Belleville, and found that the authorities would not allow his horseless vehicle on the main streets, but compelled him to take the back streets, near

the outskirts of town, and even there he was stopped several times. This was done to enable horse drivers to turn into yards or some vacant lot with their trembling horses.

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MOTOR UNDERTAKING CAR IN 1911

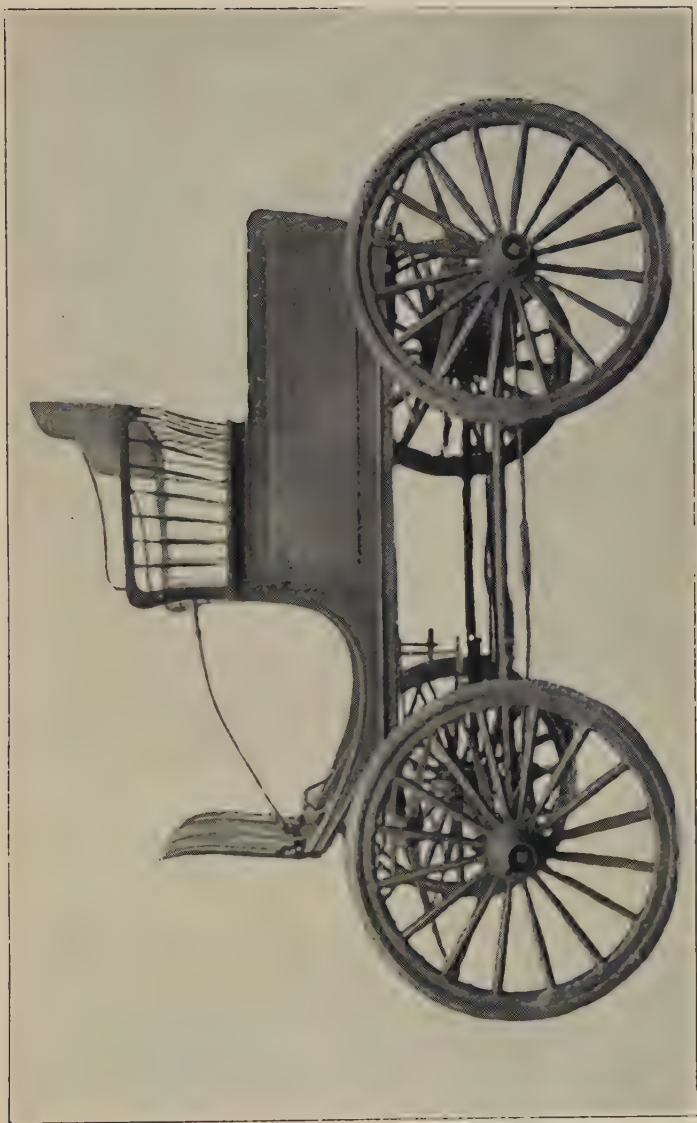
THE Dorris Motor Car Company built for the Wagoner Undertaking Company a casket wagon which was one of the handsomest motor vehicles ever seen in St. Louis, and the first burial motor ever used here. It was mounted on a Dorris delivery chassis, with a special frame, and axle, using a regular Dorris motor. The body was of Brewster green and black, polished and carved, and the mountings were of silver. George C. R. Wagoner, head of the undertaking concern, stated that he thought it was the forerunner of the automobile funeral in St. Louis, and that eventually there would be automobile hearses followed by seven-passenger limousine cars for pall bearers and mourners.

DR. J. M. GRENSFELDER

IN 1901 a vehicle was assembled by Dr. J. M. Grensfelder, at Herculaneum, Missouri. He purchased the motor from one firm, the chassis and body from another, then sprocket chains, tanks, muffler, and other component parts from various other firms. The motor power was a two-cylinder opposed engine, with counter-shaft and double chain drive to the rear wheels. A brass tube radiator was fastened in the front, and a lever steering device. The body was made to carry two or four passengers, dos-a-dos style. Wheels had solid rubber tires.

After making a great many changes, the machine was completed, in three months.

Dr. Grensfelder made a trip from Herculaneum to Festus, Missouri, where a large crowd soon collected to see the wonderful horseless vehicle that came over the large hill into their town.



Electric Vehicle Built by Henry K. Borbein in 1900.



Gasoline Buggy Built by Dr. J. M. Grensfelder, 1901.

JUD AND ZIMMERMAN

A GASOLINE horseless buggy was built by Charles Zimmerman and William Jud, at 2009 Pestalozzi street, this city, in 1901. This had a two-cylinder, four-cycle, horizontal gas engine, with transmission in one unit, which they built themselves. It had a Dyke float-feed carburetor, and the wheels with solid rubber tires, as well as the axles, and steering device, including a Stanhope body, were purchased from the Borbein Auto Company. Mr. Zimmerman was at that time employed by the Scott Hydrocarbon Motor Works, 2246 Washington avenue, and used the vehicle for six months to carry him to and from his work. He relates that he often, with help, had to push it part of the way home, or to the shop. He finally traded the car for a six-hundred dollar Chase piano, to a Mr. Ganey, located then about Taylor and Easton avenues, who in turn sold it to a doctor in southwest Missouri.

Mr. Wm. Jud died about seven years ago, and Mr. Zimmerman resides in San Gabriel, California, having lived there for the past nine years.

THE FIRST ST. LOUIS BUS LINE

IN the year 1901, Harry Turner opened a garage and sales room on the northeast corner of Twelfth and Market streets, where he handled the "Mobile Steamer" and the "Columbia Electric" cars.

The first three steamers were sold to L. R. Carter, Harlowe Spencer, and Dr. Jules Valle. John Brisbane Walker, owner of the Mobile Factory at Tarrytown, N. Y., was also owner and publisher of the *Cosmopolitan Magazine*.

This firm had an exhibit of Mobiles at the Chicago Automobile Show, held in the Coliseum in 1902. At the beginning of the show week, Mr. Turner bought all of the cars in this exhibit, and had them shipped to St. Louis. About this time, he moved to Olive street, between Tenth and Eleventh, and after being at that location for about one year, he moved farther west, to Olive and Boyle. He did considerable business at this location, and then rented a larger building on Olive street, just west of Vandeventer avenue. He later acquired this building and other property, and built a large addition with two floors, each floor large enough to hold 100 cars. This garage burned down completely, and totally destroyed about 150 cars. The firm which

was called the Mississippi Valley Automobile Company collected about \$300,000.00 insurance.

After this conflagration, the firm located at the Reyburn Garage at 5023-29 Delmar avenue. At this time they had the agency for the Oldsmobile, Pope-Toledo, Pope-Hartford, Waverly Electric, Autocar, and also the Detroit Electric. While at the Delmar avenue location, they built another large building at 4613 Olive street. This building was used as a machine and repair shop, and where they also built bodies and repainted cars. This building was later used by the Modern Auto Repair Company.

The first limousine body built in St. Louis, was for Mrs. Rudolph Limburg, and was constructed in this building.

The Mississippi Valley Auto Company turned out the first taxicab in 1906. They changed a limousine body into a "taxi" by cutting off the front of the body.

J. C. VanBlarcom, Harry Turner, and Lilburn G. McNair, organized the first bus line in the world, according to Mr. Turner. This company purchased ten Columbia Electrics from the Hartford Company, and routed them over the Eads Bridge from Nugent's Store to the east end of the bridge. They took in as high as \$1,000.00 a day, and were going along nicely, until one day the Eads Bridge Traction Company learned

that the busses could not negotiate the railroad viaduct, located quite a distance from the eastern end of the bridge. The traction company then extended the trip across the viaduct over the railroads—and this put the bus line out of business.



WAS WALL STREET RESPONSIBLE?

IN 1910, several leading automobile manufacturers of the country delved into the problem of why so much of a derogatory nature to the automobile had been printed in certain newspapers. It was claimed that they had found that the reports originated with a press bureau in New York City. It was suggested that the press bureau was instigated, paid, if you please, by Wall street interests, which had suffered greatly because the "Lambs" who formerly were shorn on the street had been investing their surplusage of wherewithal in automobiles instead of "Sugar, common" or "Nypano preferred".

This matter was placed in a forcible light before the publishers of several dozen daily newspapers by automobile advertisers, and it is safe to say that they printed nothing further which injured the progress of the automobile business.

DAN PISKORSKI

AN odd, but neat-looking motor vehicle was built by Daniel J. Piskorski, in 1901. It was made to carry two or four passengers. The lid on the front part of the body, which could be raised, formed a back rest, and the front folded forward and furnished a foot rest for two passengers. The motive power comprised a two-cylinder steam engine, and a fire-tube boiler, with 362 half-inch copper tubes. This vehicle had a single chain drive to the center of the rear axle. The wheels were equipped with three-inch single tube tires. This vehicle was built in a basement, at 1229 North Tenth street, and when completed it was taken apart again, and reassembled in the yard, as the opening from the basement was not large enough to pass the complete machine through.

In 1910, Mr. Piskorski built a bicycle-aeroplane. This plane, with large wings, was built on top of a bicycle, with propeller in front, which was operated by foot pedals of the bicycle. It was tested out one evening in September of that year on the commons, just south of Calvary Cemetery, before a crowd of 200 people. It gradually raised to a height of 100 feet, glided along for quite a distance, and then got tangled up in a tree. By this time it was dark, and the flight

was postponed. The *Republic*, a newspaper, published in St. Louis at that time, devoted nearly half a page, including a picture of the plane, on September 9, 1910.

Mr. Piskorski has had many years experience as a machinist, and the aeroplane was built by the Union Machine Works, at 1413 North Tenth street, of which he was proprietor. In 1911 Mr. Piskorski built a huge bird cage on the top of his residence, near Twelfth and Tyler streets. This cage contained 500 of the world's rarest birds, all of the variety that sing; from the nightingale of Japan to the plebeian Missouri Jay. One newspaper devoted a page of the pictorial section to this bird cage, in September, 1911.

He also built a complete locomotive, with tender, measuring 30 inches over all; being equipped with steam power, it propelled itself, and was a rare piece of fine workmanship.

FRED CAMPBELL

MR. FRED CAMPBELL entered the bicycle business in 1894, and in 1901 went on the road selling Mitchell bicycles, and motorcycles, of course riding both, and has been actively connected with motoring ever since.

In 1905, while local manager for Goodyear, he purchased for business reasons mainly, a two-cylinder St. Louis automobile, water cooled, acetylene and oil lights, sight feed lubrication. It had wheel steering, crank starter, pneumatic tires, 30x4 inches, contracting brake on shaft, and expanding brakes on wheels. It was the first side entrance car.

It was listed without top, windshield, lamps, horn, etc., but he bought these through the factory, St. Louis Motor Carriage Company. The cost was around \$1,200.00.

The great expense would have been general repairs and tires, but the factory virtually kept the car in repair, and Goodyear was glad to furnish the tires; indeed this was one of three cars owned by the factory or any of its employees.

The most outstanding experience in driving this car was to have the rear wheel come off and roll back down a steep hill, that he was luckily ascending, with no particular damage excepting that he had to depend on the very inefficient

transmission brake for the rest of the trip, though toward the end he learned to descend hills on low gear, which resource was previously unknown to him.

Mr. Campbell drove this car for two years, and one of his first passengers was G. M. Stadelman, then sales manager, and later president of Goodyear.

This was one of the first models to use the present practice of small wheels and large diameter tires; indeed, this factory followed the others later in adopting high wheels and small tires, and went out of business before the other type returned.

This car had one of the few sets of detachable tires, all previous ones having been clincher type, and when he demonstrated this detachable tire to various factories, such as Rambler, Studebaker, etc., he was invariably told that they were not practical, as they would stretch and come off the rims after some use. This, however, proved not to be the case, and the same type is used today, excepting that the rims themselves are now demountable.

However, if the retaining ring was not firmly seated, the tire would blow off the rim, and there were occurrences where this happened. While the car was going by a church at night, the ring hit the side of the church, cut the electric light wires,

and put the inside in darkness, which, with the explosion, caused considerable commotion.

Since that time, Mr. Campbell has entered in the automobile accessory business, and is at present located at 2806 Locust street.



WHAT IS AN AMATEUR DRIVER?

THE American Automobile Association officially defined an amateur automobile driver as one who had never driven a motor car for cash, or other valuable consideration, or competed for a cash prize, or who did not make his livelihood or any part of it by driving a motor car, either as a demonstrator, tester, or chauffeur, who was not actively engaged in the automobile or accessory business, or who had never accepted hotel or traveling expenses in connection with a contest of any kind. In other words, an amateur was an amateur in the strictest construction of the word, and evasions could not be, and were not to be permitted.

GEORGE CARTER WARD

BORN in Haysville, Hardin County, Kentucky, on March 18, 1873, the son of Dr. Ralph Shorter Ward, and Mollie Carter Ward. Mr. Ward was reared on a farm, and until 1900 was in the construction business with his brother, at Lebanon, Kentucky.

Coming to St. Louis in 1902 he went to work at the Halsey Automobile Company, Packard agents, at 3918 Olive street. He worked there for nine years, resigning as foreman in 1911, when he and Harry Carr, formed the Chicapee Motor Car Company, Stevens-Duryea distributors, at 5143 Delmar avenue. In 1913 this company went out of existence, and Mr. Ward went as service manager to the newly organized Lewis Automobile Company, which handled the Chandler and the Stevens-Duryea automobiles. He served in this capacity until 1924.

At present Mr. Ward is with the Berry Motor Car Company.

CHARLES A. MARIEN

CHARLES A. MARIEN purchased his first automobile in 1902. This was a Locomobile steam car. He later owned and operated various types of cars, such as the Toledo Steamer, National Electric, Columbia Electric, single cycle gas car, 1905 National four-cylinder car, and other makes, having owned and operated thirty-two automobiles up to 1930.

In 1902, Marien opened up the first independent automobile repair shop in St. Louis, the name of the company being "Auto Repair Company." He served a great many of the most prominent families who were among the early automobile owners. August A. Busch, Mrs. P. C. Scott, Edward Goltra, Sam Pingree, H. P. Hubbel, Dr. Jules Valle, Dr. Sauer, Dr. Saunders, Otto Stifel, Charles Lemp, and many others too numerous to mention were among these customers.

In 1905, Marien sold out his business, and accepted a position with the Anheuser-Busch Company as manager of their automobile department. Anheuser-Busch Company was the first company to adopt a fleet of trucks, replacing horses for heavy hauling. At that time, they had in operation twenty-seven electric trucks ranging from one to five tons capacity, and one light gasoline delivery.

In 1912, Marien took up the position as service manager for the Dorris Motor Car Company; and in 1918, he purchased an interest in the H. & H. Machine Company, taking up the position as vice-president and manager, and later was made President of the company.

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FIRST AUTOMOBILE AUCTION

THE first auction sale of automobiles held in St. Louis, was a brilliant success. The new departure, which was to be a regular feature of their business, was inaugurated by Langan & Taylor, 2940 Olive street, July 12, 1910. Nearly one hundred automobiles of every kind, character and description were offered for sale on the block, and sold regardless of price. Many of the cars proved to be real bargains to their purchasers.

ORGANIZATION OF THE AUTOMOBILE CLUB OF MISSOURI

THE Automobile Club of Missouri was originally organized as the Automobile Club of St. Louis at a meeting of automobile owners held at the University Club, St. Louis, on April 29th, 1912. The following were present:

Mr. H. J. Castwell	Mr. Perry Lewis
Mr. John A. Carter	Mr. Edward Mallender, Jr.
Mr. L. D. Calhoun	Mr. A. Niebringhaus
Dr. J. C. Richards	Mr. John P. Reng
Mr. S. E. Freeman	Mr. A. T. Simpkins
Mr. E. P. Hies	Mr. Douglas Turner
Mr. A. C. Halsey	Mr. H. S. Turner, Jr.
Mr. O. L. Halsey	Mr. G. H. Walker

A larger group met the next day and elected officers as follows:

OFFICERS

Mr. G. H. Walker	President
Dr. John F. Valle	Vice-President
Mr. Edward Mallender, Jr.	Treasurer
Dr. E. M. Saxeney	Secretary

(MEMBERS)

Mr. Horace Ramsey	Mr. John Carter
Mr. A. W. Niebringhaus	Mr. Geo. B. Longman
Mr. John Reng, Jr.	

The Club was incorporated by a pro forma decree of the Circuit Court of the City of St. Louis on June 12, 1912.

The name of the organization was changed to the Automobile Club of Missouri by a vote of the members and an amendment to the decree on December 3, 1921.

The Club has had a continuous, active existence since the date of its organization. It has played a prominent part in the development of good roads in Missouri and in the nation and in the framing and passage of motor vehicle legislation.

In 1907 Roy F. Britton became secretary of the Club and was responsible for a change in the policy of the organization abandoning its social features and directing its efforts along civic lines. The Club secured the passage of the first State Motor Vehicle Law at the Legislative Session in 1907. This law provided for State License instead of County License, which were required before that time. It created a State Road Fund and provided that the proceeds from the license fees should go in this fund. It increased the speed limit from nine to fifteen miles an hour. At each succeeding legislative session the Club has been active in promoting necessary laws.

In the early days it was necessary to protect the motorist against the prejudice and opposition which prevailed at that time. Since then the Club has directed its efforts to legislation of a progressive type designed to secure safety. The organization has been an outstanding leader in

the good roads movement in Missouri and is responsible for most of the planning and legislation which has made possible the development of Missouri's Highway System.

It took a leading part in the passage of the law creating the State Highway Department in 1917; in the passage of the Sixty Million Dollar Bond Issue in 1920 and the passage of the Centennial Road Law in 1921.

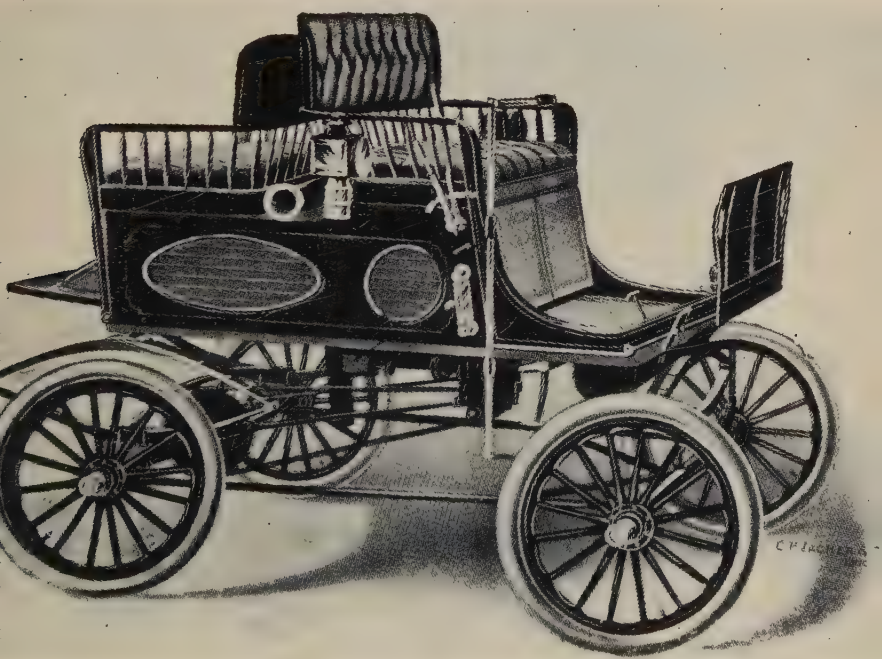
It initiated Proposition No. 5 which provided for an increase in the motor vehicle licenses and the imposition of the gasoline tax in order to speed up the construction of the Highway System in 1924; and it initiated the movement for a new bond issue which resulted in the adoption of the Seventy-five Million Dollar Proposition in 1928. Under the provisions of this constitutional amendment Missouri is the only state which protects the motorist from exorbitant taxation, by a constitutional amendment. Under the provisions of this amendment the motor vehicle license fees and the gasoline tax are not only committed exclusively to State Highway construction and maintenance and cannot be diverted to any other purpose but these taxes cannot be increased for a period of ten years.

The Automobile Club of Missouri besides this public work renders a number of valuable services to its members, such as emergency road service; complete travel service; legal service; car

forwarding; the Club's membership card carries \$100.00 bail bond which is available in all parts of the country; also a certificate of identification under an accident insurance policy for \$1000.00 for loss of life in an automobile accident. Club members are furnished a monthly publication known as "*Missouri Motor News and Apropos*" and also a year book. The Club maintains a Safety Department, and one of its outstanding pieces of work is the establishment of School Boy Patrols in the public and parochial schools for the protection of school children against motor vehicle accidents. Through the Inter-Insurance Exchange for the Automobile Club of Missouri members may secure all kinds of automobile insurance. Club dues are \$12.00 per year and there is an enrollment fee of \$5.00, which includes the use of a radiator emblem for the life of the member.

The Automobile Club of Missouri is a member of the American Automobile Association and its territory covers the entire state with the exception of Buchanan County.

Major Roy F. Britton has been actively identified with the Club's work since 1904. He served as secretary in 1906 and 1907; as president in 1911 and 1912; and as general counsel from 1909 to the present time. He was again elected president in 1923 and has been re-elected to that office each year until the present time.



Four-Passenger Steam Carriage Built by the Brecht Automobile Co. in 1901.



Steam Buggy Built by J. F. Kraft, 1901. Mr. and Mrs. Kraft in Car.

G. A. MILBRADT

A MOBILE STEAMER was the first car that Mr. Milbradt purchased in 1902. The motive power was a two-cylinder steam engine with a copper tube boiler, and the regulation gasoline burner with pilot light, wire wheels and single tube tires. Mr. Milbradt entered this machine in a "Obstacle Race" at the old Fair Grounds, given by St. Louis dealers. He won the prize, which was \$25.00. He used the machine about two years, and then sold it to Mr. August Grote, of this city. Mr. Milbradt then purchased a Knox single-cylinder gasoline four-passenger machine. He had this car about a year, and sold it, purchasing a Franklin four-cylinder, air-cooled, five-passenger car, with a rear entrance tonneau.

Since purchasing his third car, Mr. Milbradt always owned and used two cars. Up to the present time he has used about fifty cars, with motors from single cylinder up to twelve-cylinder Packards. He has in the past owned four different Packards, and at the present time has an Oldsmobile Six, and Hupmobile eight cylinder.

In all this time Mr. Milbradt has been fortunate in not having been injured, or injuring anyone, nor has he damaged any property; never-

theless, he has had some very narrow escapes from death in these twenty-six years. This is remarkable, as Mr. Milbradt always ran about ten thousand miles a year. At present Mr. Milbradt is seventy years of age.

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AUTOMOBILE DRIVERS CLUB

THE Automobile Drivers' Club, in 1911, had quarters at 4635 Delmar avenue, with telephones and files of the motoring magazines for members. The secretary supplied drivers on short notice. The officers were Samuel E. Yard, president; Sam. E. Darull, vice-president; A. C. Alexander, secretary, and Frank E. Williams, treasurer. Executive Committee: A. A. Keys, A. L. Kelly, and Lee E. Lilly.

FRED BRINER

IN the year 1902, when steam motive power was very much used in vehicles, Mr. Fred E. Briner built a steam car, with an engine he built in his shop at Second street and Franklin avenue. The boiler had 365 half-inch copper tubes, with a Bunsen burner underneath. The wheels were equipped with 3½-inch single-tube tires, and the car had a four-passenger Dos-a-Dos body.

On one trip, while going along the street, a large flame shot out from under the boiler, enveloping nearly the entire body. It looked as if the car was going up in smoke, but with the help of the crowd which soon gathered, and a liberal supply of water, the fire was soon extinguished.

Mr. Briner has all of his old license plates, dating back to 1903.

MAJOR ROY F. BRITTON

MAJOR ROY F. BRITTON, now president of the Automobile Club of Missouri, acquired his first car in conjunction with his brother, Robert F. Britton, in 1902. It was a five-passenger, rear-entrance Thomas touring car, with a single-cylinder horizontal gasoline engine, and sliding-gear transmission.

In 1904, Mr. Britton entered the automobile supply business, as secretary of the A. L. Dyke Automobile Supply Company, located on Walton avenue, between Washington avenue and Olive street. This was the first automobile supply company in America, and Mr. Britton remained with it until its dissolution, in 1906.

In May, 1906, Mr. Britton was elected secretary of the Automobile Club of St. Louis. At that time it was a small organization, with less than two hundred members, the principal object of which was to promote interest in the development of the motor car, and to provide a means of social intercourse among the owners of such cars.

In 1907, Mr. Britton drafted and secured the passage of the first State Automobile Law in Missouri. It provided for a State license fee, and did away with the obnoxious county licenses which made touring impossible, and raised the

speed limit from nine miles to fifteen miles an hour. Continuously since that time Mr. Britton has been active in Automobile Club work, particularly in motor vehicle legislation and good roads. He has taken a very active part in making the plans for the development and financing of the State Highway System in all their campaigns. He has been a member of the executive committee of the American Automobile Association for several years.

The name of the Automobile Club of St. Louis was changed in 1919, to the Automobile Club of Missouri. Mr. Britton was elected president of the club in 1911, served one year, was re-elected in 1923, and has served continuously since.

ROBERT F. BRITTON

ROBERT F. BRITTON purchased his first car in 1902, in conjunction with his brother, Roy F. Britton. It was a five-passenger, rear-entrance, Thomas touring car with a single-cylinder gasoline engine, sliding-gear transmission, artillery wheels with single-tube tires. The car was purchased without windshield, top, lamps, or other accessories, as was the custom in those days. All necessary fittings being purchased afterward from an automobile supply company.

This car was in service as a pleasure vehicle about seven years, and for many years, and as late as 1929, after its discontinuance as a moving vehicle, it was used in a picture gallery opposite the Union Station, for the posing of patrons who wished to have their pictures taken in an automobile.

In the summer of 1903, Mr. Britton became secretary and treasurer of the A. L. Dyke Automobile Supply Company, then located at 2108 Olive street, and which in the spring of 1904 moved into its own building on Walton avenue, between Washington avenue and Olive street.

This was the first automobile supply company in America. Mr. Britton became president in 1904, and continued as such until the dissolution of the company, in 1906.

SAMUEL BREADON

WHILE employed by the Halsey Automobile Company, on Olive street, this city, Mr. Sam Breadon got his first experience with automobiles. His principal experience was with the Locomobile Steamer, in 1902. This car had the usual steam boiler, engine, and Bunsen gasoline burner, including the necessary pilot light, steam and air gauges, water glass and water tank. The wheels were of the wire spoke pattern, with single-tube tires.

Mr. Breadon had the usual experience, prevalent at that time, of stopping to let shy horses pass by, also of getting out to relight the pilot light, pumping water into the boiler, and being towed in.

He worked for the above firm for about one year, and then, in September, 1903, he took the agency for the Ford car. This made him the first Ford dealer in St. Louis, and the location was Olive street and Boyle avenue. He was located here only a few months, and then moved to 618 Walton avenue.

At this address he took on the agency for the Peerless car, and in the Spring of 1904 represented the Pierce-Arrow Company, and he has continually had the agency for the Pierce-Arrow car up to the present time. A short time later

he leased the building across the street from his garage, and in July of the same year, he built an elegant show room at Euclid and Washington avenues, where he is still located. He has just built a new three-story addition to his place, which will be used as sales rooms for used cars and also for service.

In 1906 Mr. Breadon was also agent for the Buick and Reo cars. He was the first representative in St. Louis for the Buick car.

In 1920 he was elected president of the Cardinal Baseball Club, and shortly after purchased control of the club; but during all of this time he continued actively in the automobile business.

Since 1908 he has been exclusive dealer for Pierce-Arrow Automobiles, and in addition to the above cars he has handled the Columbia, Northern, and Winton cars.

WILLIAM L. BARNARD

MR. BARNARD'S first car was made in 1903 by the St. Louis Motor Car Co., located on Vandeventer avenue near Page. It was called the Boston Model and would seat four people by pulling down a folding seat in front of the driver.

The next was called "Rigs that Run." It was a real automobile with sliding gear, radiator in front, detachable tonneau with door in the back, which if left open would put the passengers out on the ground if there was a sudden jerk. This car was driven during the World's Fair in 1904.

A large gear on the back axle was put on and that made it so that the car would pull heavier loads, in fact a steam rig was pulled from near the Missouri River to Easton avenue, which was not improved at that time.

Both the above cars were chain drive. One of the pleasures at that time was putting on the chain after it jumped off. Ignition at that time was generally with dry batteries.

The next car was a Rambler. It had two enormous cylinders located under the body. It was cranked at the side. This car was later traded for a three- caret diamond ring which Mr. Barnard still has.

Of all the cars that Mr. Barnard has had the Holsman rope drive was the biggest freak. It had no clutch of any kind and it functioned by tightening or loosing the rope.

All the cars at that day got you there and back just as they do now and the only great improvement that Mr. Barnard can see is the self-starter.

The style in those days was to have your wrist injured in cranking the auto by hand.



AUTOMOBILE STATISTICS, 1910

THE statistics of automobile manufacturing interests of St. Louis in 1910 are as follows:

Number of important plants, ten. Capitalization, \$1,950,000; number of employes, 1,850; number of cars built, 2,400; value of products, \$3,890,000. These figures do not include the transactions of the motor fire apparatus concerns.

H. F. BUSSE

A FIVE-PASSENGER car with a rear-entrance tonneau body was built by Mr. H. F. Busse in 1903. It had a single-cylinder engine, with a planetary transmission, and single-chain drive. The wheels were equipped with solid rubber tires.

Mr. Busse made a trip to Belleville, Illinois, and shortly before he arrived there it commenced to rain. The friends he visited lived over a saloon. As it continued to rain very hard, Mr. Bussee concluded to stay in Belleville over night. When the saloon owner downstairs heard this, he persuaded Mr. Busse to exhibit the car in his saloon for the evening. There was a large door at the rear part of the saloon, leading into the yard. Mr. Busse ran the car into the saloon, and it soon attracted a large crowd, enabling the saloon owner to do an unusually large business. It was a jolly gathering and all were well pleased.

HERMAN L. SCHNURE

THE entry of Herman L. Schnure into the automobile business was not premeditated but, as the slang expression of today is, "it happened for no good reason at all."

May, 1904 he came to St. Louis in order to see the World's Fair and to visit some friends in this section of the country, his home having been in central Pennsylvania. He had an electrical education and endeavored to get a position with the United Railways. However, the first night he was in St. Louis he was standing on Union Avenue by the Suburban car tracks and a big red touring car passing by, caught his eye.

He made up his mind then that if he could not get immediate employment with the United Railways he would try the automobile business. So, the next afternoon, after having been told by the United Railways that they had no opening for an electrical man, he started from Grand Avenue west on Olive Street, canvassing all of the automobile agencies along the Row, and finally got employment at the Western Auto Company, 4700 Washington Avenue, or, more strictly speaking, 618 Walton Avenue.

His first job was garage work at night, soon into day work and then some shop work and driving.

In 1905, A. R. VanAntwerp, who had also been with the Western Automobile Company, and Mr. Schnure, interested Fred Arnold, Emil Strauss, Ed Wolffe, Chas. Stix, and Isaac Gradwohl in the automobile business and opened a garage in the building on the point at Washington and Olive in the 4700 block, taking on the agency of the Marmon car.

In 1906 this company took the agency for the Mitchell also and in 1907 and 1908 handled the Marmon as well as the Cleveland, Ranier and Stoddard-Dayton.

In 1909 Mr. Schnure organized the Missouri Motor Car Company and had interested in the company, Mr. M. G. Price and the Byrd brothers; Mr. Price actively and the Byrd brothers financially. Their salesroom was located at 1131 Olive Street. At this location they sold the Marmon as well as the American-Simplex which later was changed to "Amplex," a two-cycle car.

In 1911 or 1912 a new building was erected for the Missouri Motor Car Company at 3005 Locust Street and, along with the Marmon, the Abbott-Detroit was sold. Mr. Schnure left the Missouri Motor Car Company in 1912 and joined the sales force of the Cadillac Automobile Company of St. Louis and sold Cadillacs for three years, opening up in business again for himself in 1915, along with Alex Steiner, who was actively en-

gaged in the business, and Dr. Winkelmeyer who was financially interested, selling the Velie car at 3021 Locust Street.

They continued at this location for several years until they outgrew the place, selling along with the Velie, the Scripps-Booth, a General Motors product.

In 1918 or 1919 they moved to the building on the southeast corner of Olive and Garrison, which had been reconstructed from the Old Palace Livery Stable to a modern automobile building. They continued at this location until 1926, when the widening of Olive Street took off 40 feet of the building, making it necessary for them to move to a larger building in order to operate. The Olive Street location was sold to the Standard Oil Company.

They then moved temporarily to the Eighteenth Street Garage and from there to the present location at 2218 Locust Street.

In 1923 the company took on the Buick dealership and have sold nothing but Buick and Marquette cars since that time.

The first automobile that Mr. Schnure actually owned was the two-cylinder Columbia, formerly owned by I. D. Kline of Kline's store.

In those days it was a wonderful car. This was in 1906. It was a two-cylinder opposed

motor located under the hood, with shaft drive and water-cooled.

The Marmon cars which were sold from 1905 to 1907 were four-cylinder air-cooled cars built on the "V" type.

The cars in 1905, 1906 and 1907 were received from the factory without headlights, windshields, tops or tire carriers, and it was necessary for the dealers to design and attach their own fittings.

Mr. Schnure designed and had the first ventilator windshield ever made. His friends wanted him to get it patented but he was under the impression that it would cost more to patent it than it was worth. He also had some other things that might have been patented but were not.

The early headlights were acetylene and Mr. Ashley Scott, who was working for the company at that time thought that he could take a fire extinguisher shell and make a gas tank similar to the Prest-o-Lite gas tank. His experiments wound up with an explosion which broke the legs of one of the drivers, Charley Burkhardt.

Mr. Schnure was entered in the Dealers Cross State Reliability Tour and was among one of the high scorers, being beat by only a few points.

In 1911 when the Automobile Club, along with Governor Hadley were trying to decide which was the proper road to take for Cross State Route, Mr. Schnure had the pleasure of driving

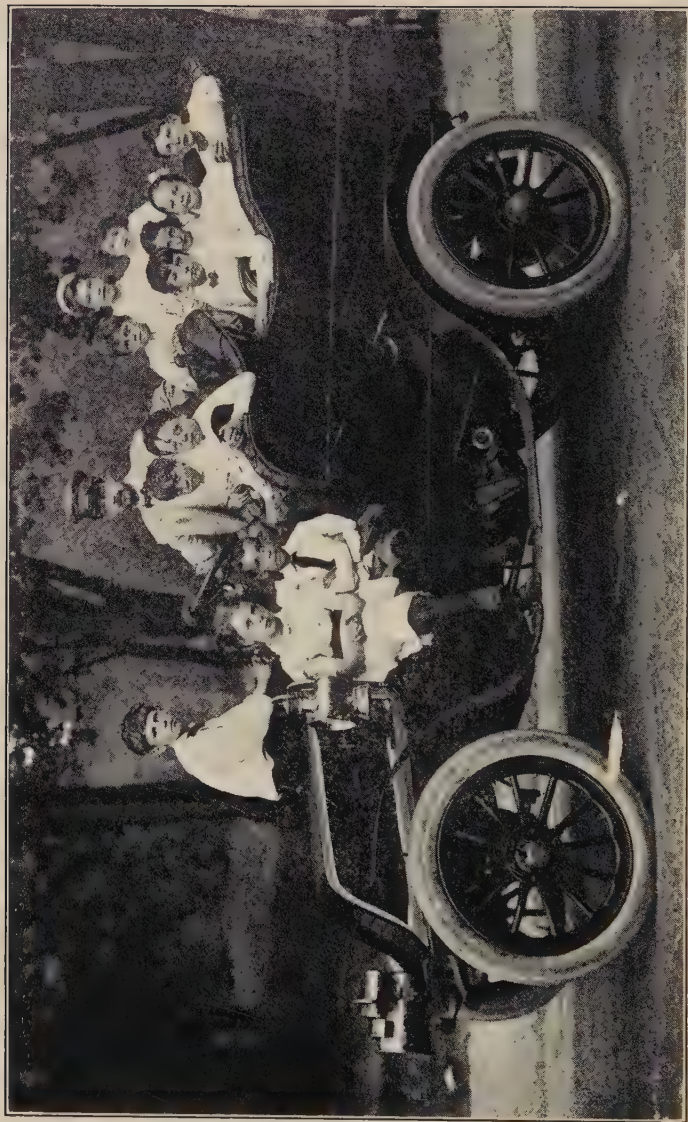
an Amplex with Mr. Sam Plant and Governor Hadley, out through Mexico and Columbia and back by way of Jefferson City on the Southern route. The different sections were doing all they possibly could to induce the Governor to suggest their route so we had meals, barbecue and drinks seventeen times in one day. The Governor made speeches at every hamlet.

The outstanding tours that Mr. Schnure took were first to Kirkwood, Missouri, and the second to DeSoto. They picked up a man who was walking along the road and asked him if they could give him a lift. He accepted and stood on the running board. They asked him how far it was to the next town and he said "Up four hills and down four hills," a pretty good description of the road to DeSoto in those days.

The third was a trip to Chicago in 1905. It took three days to go and two days to come back. The fourth trip was a wedding trip to New York in 1912. The party had planned to stop and see the 500-mile races at Indianapolis and figured they would have a day or so to spend at the Marmion factory before the races, but owing to the mud got as far as Greenville, Illinois, the first day, Terre Haute the second and Indianapolis the third. Leaving Indianapolis they made Columbus, Ohio, the next day, then Pittsburgh, then Altoona and then to Milton Pa., in central



Horseless Vehicle Built by A. B. Cull in 1901. Mr. and Mrs. A. B. Cull in Rear Seat.



Leo G. Hadley's 1901 Winton Touring Car, Bound for Picnic at Creve Coeur Lake.

Pennsylvania, the home of Mr. Schnure's parents. A distance of 870 miles in 7 days.

The fifth trip was to Mr. Schnure's parents' home in Milton, Pennsylvania, two years ago, 870 miles in 1½ days, Wheeling, W. Va., the first day and Milton, central Pennsylvania the second.

Isn't it wonderful how time and automobiles fly.

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WHAT IS A CHAUFFEUR?

APENNSYLVANIA court, in 1910, decided that a chauffeur must take out a license and that a "chauffeur" is the paid driver of an automobile and not the owner thereof, or its amateur driver. This decision was worth noticing, as it settled legally the interpretation of the word "chauffeur".

HENRY SPECHT AND N. A. KUNTZ

A FIVE passenger front-wheel-drive car was being built in this city, at 2821 Easton Avenue, in 1905, and completed in 1906. Mr. Charles Hall was the inventor, and Mr. Henry Specht and Mr. Nicholas A. Kuntz, furnished the capital. It was propelled by a two-cylinder opposed gasoline motor. The body was of the rear-entrance tonneau style, and the wooden wheels had solid rubber tires. The advantage of this vehicle over others, as claimed by the above gentlemen, was that the front axle and wheels pulled the car forward instead of the rear wheels pushing it forward, as done in all other cars. This car was quite a success, and made trips to St. Charles, and other towns in Missouri, as well as in Illinois. They built one more car similar to it, and then finding that the public, as well as capital, was not interested in the machine, they discontinued making them. It was then the consensus that the idea would be taken up again by others in the future.

MAJOR ROBERT E. LEE

MAJOR ROBERT E. LEE came into the automobile business of St. Louis in August, 1907, when, with Albert Von Hoffmann he purchased the *Auto Review*, a trade publication which had been in existence for a short time. Lee had had many years of training in the newspaper field and in trade association work. He discovered at once that there were no organizations in the automobile industry. He approached O. L. Halsey, Samuel Breadon, Harry Turner and one or two other men who were then prominent as automobile dealers and persuaded them to organize the St. Louis Automobile Manufacturers & Dealers Association. This body was incorporated May 1, 1909, with Halsey as president, Lee as secretary and Breadon as treasurer and it has continued in successful operation since that time.

Lee has been its only secretary and manager during the period of its existence. In the fall of 1909 Lee together with A. N. Stanley, Harry C. Miller and several other men in the business of selling accessories and tires at wholesale organized the Motor Accessory Trade Association. Lee was made secretary of it and has remained secretary up to the date of this writing, May 1, 1930. The name of the St. Louis Automobile

Manufacturers and Dealers Association was afterwards shortened to St. Louis Automobile Dealers Association and the name of the Motor Accessory Trade Association was afterward changed to Automotive Accessory Association.

The first automobile show in St. Louis was held at the Jai Alai Building under the joint management of several dealers, as a private enterprise. The second show was held at the Coliseum in 1907 and Lee was the manager. Lee has been the manager, therefore, of every Automobile Show held in St. Louis except the first, which was a private enterprise.

In January, 1921, Lee was elected national president of the National Association of Automobile Show and Association Managers and he has been re-elected to that position each year up to this writing.

Lee has had an active part in all matters pertaining to or connected with the automobile industry in St. Louis, conducting endurance runs and tours, and a notable achievement of his was the conduct of three truck motorcades into Missouri and Illinois for truck propaganda purposes in 1918 and 1919.

Lee is much called upon as a public speaker and few automobile meetings of any character in St. Louis, Illinois or Missouri are held without Lee as one of the speakers. Lee's annual report to

the St. Louis Automobile Dealers Association April, 1930, showed that during the 1929 period he attended on behalf of the association three hundred and forty-eight affairs—public meetings, committee meetings or other meetings of various kinds.

Lee was born in Breathitt County, Kentucky, August 22, 1867. He came to St. Louis when he was a boy of fifteen years. He graduated from the Kentucky Military Institute. For about thirty years he served in the various capacities in the editorial department for St. Louis, New York and Chicago newspapers before taking up the automobile industry.

CHARLES E. SWINGLEY

DURING Charles E. Swingley's incumbency as chief of the St. Louis Fire Department, in 1905, he induced James J. Blair, then Comptroller of the City, to purchase a Locomobile gasoline motor car with side chain drive, of the four-cylinder type, built especially for the Chief of the Fire Department. It was equipped with a 35-pound bell which made enough noise to clear the way in the streets for the Fire Department. This car was kept at Engine House No. 6, located on Ninth between Chestnut and Market streets. This was a four-passenger car painted blue with large letters "F. D." in front on the radiator. The department made use of this car for about three years, and then purchased another Locomobile of the same model, but improved. The third car for the chief was an Oldsmobile with four cylinders, and then an American underslung frame car was used which was painted white and very speedy. The Chief usually had three horses that would be taken out in relays for Mr. Swingley's work before the first automobile was purchased. The one car would do the work of the horses better and faster. Charles Money was the first driver for the Chief, and was with him for about fifteen years, until the Chief left the department. At this time Mr. Swingley appointed Mr. Frank Henderson as

Fire Chief, and took the office of Director of Public Safety. This office was established under the new charter in 1914. He held this office for three years until 1917. St. Louis was among the first cities that adopted motor cars for the Fire Department.



AUTOMOBILE AMBULANCE

THE first automobile ambulance in this city was sold to the Frisco Hospital in 1908, by the Mississippi Valley Automobile Company. The body, including stretcher, was built by the Borbein Auto Company.

ALBERT L. JAGEMANN

MR. JAGEMANN'S automobile experience began in 1905, with the Mississippi Valley Automobile Company, where he was employed as a mechanic. This company was agent for the Pope-Waverly Electric and the Woods brougham. His first job was to set up a generator and charge the battery used in the electric. The first driving he did was in the electric brougham, and the driver's seat was up on top like an old-time carriage. This was like sitting on top of a building. The first time out, he took Mr. Harry Turner to a show one evening, without a mishap, although he was almost scared to move. But the next day he was delivering a Pope-Waverly and turned it over at Westminster and Whittier streets.

His first experience with two-cylinder automobiles was with an old two-cylinder Knox, at that time known as the old Porcupine because it had an air-cooled motor. The cylinders were drilled with hundreds of copper studs for cooling purposes. To make this motor hit on two cylinders was a real mechanic's job, as it had two carburetors and automatic intake valves.

In 1906 he drove a three-cylinder "St. Louis" from St. Louis to Union, Missouri, without a mishap, that is, any mishaps outside of recon-

structing a few bridges and building roads. It was necessary to hire teams to get up steep inclines or to get through mud holes. The trip took a little over three days which at that time was a remarkable record. He was one of three mechanics to make this trip.

In 1907, a six-cylinder Ford came out and furnished the fastest ride he had taken up to that time. This car attained a speed of sixty miles per hour and was driven by Bill Lohse, who is now superintendent of the Modern Auto Repair Company.

In 1908, Mr. Jagemann drove from St. Louis to Denver in a Pope-Hartford, covering this distance in seven days. Considering the road conditions at that time, this was regarded as very fast time. This fete warranted a large write-up in the *Kansas City Star*.

In March, 1911, he made an endurance run from St. Louis to De Soto, every day for ten days without repairs in a Black Crow automobile. This was also considered remarkable and all the newspapers carried news items every day of the progress of this endurance run. At that time the Lemay Ferry road was one of the old-time macadam highways, full of soft spots and chuck holes and covered bridges; about four creeks to ford and some real hills. One of these hills was a mile and an eighth long which had to

be taken in first speed for the entire distance. This hill is known as Frisco hill. It was first conquered in high speed by a Dorris car in about 1915. The whole trip was very hard and it was necessary to carry block and tackle and also a spade. The car had no windshield, no top, as this was all extra equipment, and the trip was made in a stock car. It began to rain on the third trip and it rained, hailed and snowed for four successive days and anyone who knows Missouri roads and Missouri weather such as this in March, can realize with the automobile of that date, what a job it was to go through with as he did not dare to miss one day for there was a reporter from one of the papers each day to take the ride. However, with a lot of manipulating, hard driving, and a lot of work, he managed to bring this car through, in the ten-day endurance run.

Mr. Jagemann says: "In 1907 the first three-cylinder automobile was delivered in St. Louis. When you started one of these cars you put the speed lever in first speed and had to be very careful in putting in the clutch to find out whether the motor was running in the right direction, as it would run as well backwards as forward.

"We sold one or two of these cars and had the owner call and say it only had one speed forward and three in reverse. At that we thought

there was something wrong with the owner and not the automobile. We went out on this call and started the motor in the right direction, showed the owner it was "O. K." But after several of these calls, we began to investigate further, until it was discovered one day by Claude Merry, that he could drive this Elmore thirty miles an hour backwards as well as forward. This created quite a sensation, as the speed limit was eight miles per hour, and I, myself was arrested four times on Lindell boulevard, for driving twelve miles per hour. In those days the police did not like automobiles or the "Devil" drivers either."

I. WAGNER RELATES HIS AUTOMOBILE EXPERIENCE IN 1905

I CAN say that I had some very interesting and dangerous experiences with the first automobiles I ever bought for sales purposes in the spring of 1905.

I bought a party out on South Jefferson avenue, who had about ten or twelve automobiles consisting of Elmore two-cylinder motors and some Crest cars which were air-cooled. About six of the cars were brand new. The Elmore were two-cylinder engines, water-cooled, and the Crest cars were air-cooled, and had tops like the old style Park wagons with rear entrance.

Besides the automobiles there was a shop equipped with all kinds of new machinery, much like a regular machine shop. After I bought this place, I found out it was almost impossible to sell the automobiles because we could not make the cars run any length of time. Nearly every time we had a customer who wanted to buy a car, he would back out after giving him a ride in one of these cars. Finally we undertook to swap these cars off for everything imaginable in trade.

I remember one man to whom we sold one of these Crest cars. After selling him the car I told him about how careful he must be after he

got seated in the car, about starting it, as the car would jump as much as five or six feet, but he said he could run it. Anyway, about two days after, he came back and said that when he drove into the garage and tried to stop the car it went clean through the other wall, and busted up everything in his place, broke the front wheels, lamps, and everything else. We fixed it all up for him, and about three or four days afterward, he asked us to try to sell the car for him, because in cranking the machine he broke his arm.

I sold this machine to another party for about \$300.00, I think I also told this party how careful he must be when he started the machine, because she jumped. This party drove the machine home, and came in the next day and said that the doorway was too low, and he busted off the whole top going into his garage, so we had to fix the car over again.

We sold a Crest to a Dr. Merwin, who looked at the machine a dozen times with some machinist or mechanic, and he finally bought the machine, which was a used one, for \$250.00. After he bought the machine and paid for it, I asked him out of curiosity why he looked the machine over so many times before he bought it, and what he was going to use the machine for. He told me the party he brought with him was going to use only the transmission out of the Crest machine

and had no use for the balance of the machine. At any rate, when he got ready to take the machine out of our place, I told him about it making a jump every time it started, but he said he could run any machine. He got up in the seat and started the thing, and it did just exactly what I thought it would, and it cleared a space of about six or seven feet, broke through a fence and the back porch on the building next door. This damage cost the doctor about \$75.00, and he finally towed the machine to his home instead of driving

Another time I undertook to drive one of these Crest machines, to test it out with a party who wanted to buy it. I drove pretty close to a ditch that had been made in repairing a street crossing Jefferson avenue, and I had to stop to allow someone to pass, and when I started up again I had the wheel turned just a little toward the ditch, and when I started the thing ran into the ditch. I jumped, and both the front and rear wheels, and everything else was busted. The prospective customer who was riding with me got out and said he had all he wanted, that he did not want to buy any jumping-jacks.

Besides these experiences, I had many more too long to write about.

L. H. MASSON

MR. MASSON'S connection with the automobile industry dates back to the early part of 1906 when he was employed with the Mississippi Valley Automobile Company located at Vandeventer and Olive streets. The Mississippi Valley Automobile Company were agents, at that time for the Pope-Toledo automobile and the Oldsmobile passenger cars and trucks. Mr. Masson's duties were to keep the brass fittings on them well polished, and to have the cars ready for their owners at 8 or 9 o'clock each morning. To accomplish this it was necessary for him to report for work at the early hour of 4 a. m. each day. All exposed metal parts were of polished brass in those days.

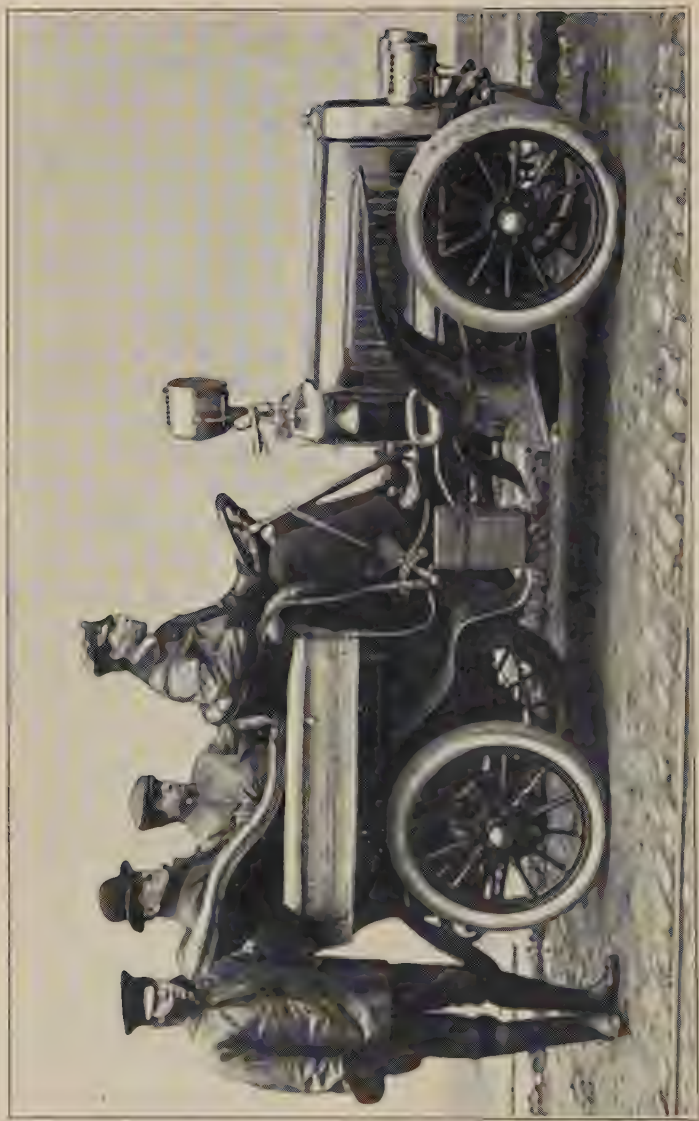
While employed in this capacity he had many opportunities to observe how the cars were started and operated by the more experienced men, so early one morning he decided he knew how to start them and taking advantage of the absence of the foreman started and drove a single-cylinder "Merry Oldsmobile" 1903 model around the floor of the garage and immediately decided he was expert enough to be called a chauffeur and wear one of those leather caps so much in vogue for chauffeurs at that period.

During the next few years he drove many of the more popular cars of that period for several different car agencies and in 1908 while employed at the Prescott & Swingley Auto Company on Delmar near Walton competed in the Solomon Hill climb and auto races at the old Fairgrounds Race Track as mechanic on the Stoddard-Dayton stock chassis. The Stoddard-Dayton Motor Company had one of the fastest stock cars in the country and established a good many records that year.

Tires had not kept pace with the mechanical improvements of the automobile and probably caused the motorists of the early days more annoyance than any other one thing. Mr. Masson had an experience in the summer of 1907 which illustrates the vexation caused by poor tires whenever a so-called long tour was undertaken. He and a party of friends started to make a trip to Louisiana, Missouri, about 90 miles north of St. Louis in a 1906 model, type XII, Pope-Toledo touring car. They left St. Louis at 5 p. m. and planned to make an over-night stop at Troy, Mo., about 45 miles from St. Louis, expecting to make the run in about three hours. Everything went along smoothly until St. Charles was passed. About five miles out of St. Charles the right rear tire blew out. This caused about an hour's delay while he mounted the spare tire on the clincher rim after removing five lugs which held it on, and



Two and Four-Passenger Horseless Vehicle Built by Dan J. Piscorski, 1901.



1903 Pope-Toledo Car. Robert F. Britton, Standing, A. L. Dyke at Right in Rear Seat.

pumping the five-inch tire with a hand operated pump. The quick detachable tire had not been perfected. After the repairs were completed they again started merrily on their way only to discover in about three miles that the same tire was flat again. Another hour was required to repair the tube, it having been pinched by one of the lugs. However, they were soon on their way again, but not for long. The other rear tire was flat and again it was necessary to repair the tube. By this time it had become dark and the repairs were made by the feeble light of one of the kerosene side lights. They arrived in Troy, Missouri, at 5 a. m., after repairing five more flat tires. At Troy some of the party took the train back to St. Louis and Mr. Mason continued on his way to Louisiana, still fixing tires and arriving at 11 a. m. on 3 rims. Only one tire was still usable and contained the air put in in St. Louis. The car was shipped back to St. Louis by boat.

About June, 1912, Mr. Masson entered the service department of the Dorris Motor Car Company and was with this organization until it was dissolved in 1926. He was factory service manager for the last 6 or 7 years.

FRANK BISHOP

FRANK BISHOP started in the automobile business in 1906 with Col. F. H. Britton, who at that time owned the A. L. Dyke Auto Supply Company located at Walton and Washington avenues, St. Louis. Mr. Britton had his two sons, Robert and Roy, associated with him.

After eight months' connection with the Brittons, he opened up his own company under the name of the Bishop Auto Supply Company. He had the only retail auto supply company in St. Louis, and supplied most of the cars in the city with accessories and tires. At that time people built their own motor cars, and he had a big mail order business on crank shafts, connecting rods, wheels, frames, fenders, etc. All motor cars that were shipped in from the factory had no equipment and same was supplied by the Bishop Auto Supply Company.

Later he moved to 4390 Olive Street. In connection he had a garage and repair shop, and worked on cars such as the single-cylinder St. Louis, the single-cylinder Cadillac, the single-cylinder Pope-Tribune, and the two-cylinder Ford. Bishop also built a car in his shop for young Giraldin of the Giraldin Real Estate Com-

114

pany. Later this company was sold to William Johnson, now a Ford dealer.

In 1909 Frank Bishop organized a company with Oliver Garrison and Clifford Garrison and took over the Phoenix Auto Supply Company at 3932 Olive Street. He was vice-president and general manager of the above company. This company also had the agency for the Excelsior Motorcycle, the Michelin tire imported from Italy, and the Hartford and G. & J. tires. He sold the United Railway Company six motors, chasses, transmissions, Borbein wheels, shifting levers, frames, and, in fact, all the equipment with which they built their first trucks.

While he was with the Phoenix Auto Supply Company in 1909, he organized the Motor Accessories Association. A dinner was given at the Mercantile Club and nineteen accessory men were present at this meeting. Mr. Clifford Garrison was appointed secretary and Mr. A. N. Stanley, president, of this association.

In 1910 he patented the Bishop Bull Frog horn reed for automobile horns. This was patented before the Klaxon horn came on the market. After the Klaxon electric horn came out, he discontinued manufacturing the Bull Frog reed.

After building up a large trade with the Phoenix Auto Supply Company, he decided to go into the motor car business and signed a contract in 1913 with Benjamin Briscoe, of Jackson, Michi-

gan, to handle the Briscoe car. This company was known as the Briscoe Motor Sales Company. The Briscoe car was of French design with one headlight in front. He opened up showrooms at Washington and Vandeventer avenues, and later moved to 4160 Olive Street where he had a garage in connection with the salesroom. He later moved to 2925-29 Locust Street.

During this time he also had the agency for the Pathfinder car, the Marion-Handley car, the Roamer, the Mercer, the Liberty car, and the Stewart and Master trucks.

Mr. Bishop managed special automobile shows at the Coliseum for two years. He also promoted the first airplane show in St. Louis, and also the motor boat show at the Coliseum.

The first car he owned was a two-cylinder Ford in 1906 which retailed at \$1,600. The first car he ever drove was a Marion Air-Cooled 1904 model.

He stayed in the motor car business until all the companies that manufactured the cars he handled failed, and quit this business in August, 1923.

AUTOMOBILE RACES, SUNDAY, OCTOBER 14, 1906

Held at the Fair Grounds.

Barney Oldfield Won the 2-Mile and 5-Mile Races, Defeating
J. A. Whitman, Driving the Pope-Toledo Racer; Pope
Won 50-Mile Race, Breaking Track Record.

The automobile races held at the Fairgrounds, this city, Sunday afternoon, October 14, were attended by about 3,500 enthusiastic motorists, and admirers of the automobile racing sport. The races were admirably well managed by Mr. J. H. Phillips, manager of the Mississippi Valley Automobile Company.

The following gentlemen officiated as officers of the meet:

Referee, C. A. Cramer; Starter, J. B. Sheridan; Clerk of Course, J. W. Underwood; Judges, Roy Britton, Dan Hill and F. A. Banister; Timers, O. L. Halsey, Edward Locker and P. S. Tobin; Umpires, A. L. Vandyke and R. A. Peavey; Scorer, H. C. Miller.

The first race on the program was the ten-mile runabout handicap race, open to all classes of runabouts, prize silver cup. The runabouts participating in this event were: Pope-Toledo, driven by J. A. Whitman; David R. Calhoun's Packard, driven by his chauffeur, Fred Grinham; Buick, driven by J. D. Lewis; Franklin, driven

by W. A. Grey; and a Gale, driven by T. W. Fetch. The Franklin and Gale were given a handicap of three miles. The five runabouts got started fairly even, but the swift Packard shot out ahead, followed closely by the Pope, with the Buick third. From the start it was plainly seen that the winning of the race lay between the Packard and the Pope. Much jesting was thrust at T. W. Fetch, who drove a second-hand Gale runabout, one of the first models turned out by the Gale company. When the race was finished he was about five miles in the rear. The Packard runabout won the race easily in the time of 12:23.

The five-mile race, open to stock cars listing at \$2,000.00 or less, prize silver cup, was next run off. The Buick, H. M. Paine driving, Buick driven by J. D. Lewis, and Franklin driven by W. A. Grey, were entered. J. D. Lewis in the Buick got off at a rapid gait, and kept it up to the finish, winning the race in time of 7:35. The race lay between the two Buicks, of equal power and price.

C. A. Coey of Chicago, and Herbert Lytle, who was scheduled to drive a Pope-Toledo machine in the meet, failed to appear, while A. C. Webb had sustained a broken axle which precluded his appearance in the two and five-mile events.

Lytle's place on the Pope-Toledo machine was taken by J. A. Whitman, who failed to give Old-

field much of a race in either the two or five-mile events in which they were the only contestants.

Oldfield drove the two-mile race in :02:13, covering the second mile in :57 2-5, which was a new mile mark for the local track. He distanced Whitman by a half mile in this event. Oldfield covered the five miles in the other professional race in :05:11½, distancing Whitman by a quarter of a mile on the first lap, and increasing this distance to one-third of a mile at the finish.

THE FIFTY-MILE RACE THE MOST INTERESTING EVENT

The real feature of the afternoon was the driving of William Lohse, in the fifty-mile race for stock tonneau cars. Lohse, in a 35-hp Pope Toledo, drove the fifty miles in one hour, two minutes and forty-three and a half seconds, breaking the track record set June 16th by Halsey's Packard, on a poor track, this being 1:08:50. Lohse would have done better, but a front tire burst on the last lap, slowing his machine down.

One of the most promising entries in this fifty-mile race was that of A. Reyburn, with his 1907 Stearns touring car, which he had just received from the factory at Cleveland by express. The Stearns car got a good start, although not getting off quite evenly with the Pope, but by the time it had reached the first turn in the track it had

gained about one-eighth of a mile on the Pope, and kept up this lead for nine miles, when the most unexpected thing happened to it; the tire on one of the rear wheels dropped off, just as the car was coming down the stretch in front of the grandstand. The Stearns was making a fine run and looked very much like the winner. It had been reported in advance that the Stearns was a very swift car, and it had many admirers on the track who were sorely disappointed to see that such an accident had befallen it, which did not concern any defect in the car itself. No one else was more disappointed than Mr. Reyburn, who had such high hopes of his winning the race with one of the swiftest and handsomest touring cars that had ever entered St. Louis. He had no other tire on the track with which to replace the one torn off. If he had had an extra tire along, and would have been able to replace it within five or ten minutes, he could have gotten in the race again, and probably surprised the enthusiasts by putting up one of the fastest fifty-mile races ever seen in the city.

Lohse took the lead from this point, and kept up a wonderful gait all through the remainder of the contest. For five straight miles he covered each lap in :01:16, but he bettered this in the fortieth to forty-fifth miles, where he averaged :01:15 3-5 to each mile. He lapped A. Eis

in the Royal three times during the race, and passed the other Pope-Toledo machine twice. The forty-eight miles were covered in one hour flat. The world's record at that time was, according to unconfirmed reports, 1:03 1-5, while Lohse's time was 1:2:43½.

The other Pope-Toledo was second, two miles back, and the Royal was third, three miles in the rear of Lohse's machine.

The races were witnessed by a crowd which filled the grandstand, the space inside the fence fronting the stands, and lined the fence of the infield for a quarter of a mile in each direction from the stands. The track had been wet down and rolled fairly well, but the big machines at every turn skidded and raised a cloud of dust. This was the case particularly with the fifty-mile race, where the dust of one machine had not time to subside before the next brought with it its own particular cloud. Dust was a sixteenth of an inch deep on everyone within fifty feet of the track. As if this were not enough, someone had fired the grass and trash in the infield of the track, and a perfect cloud of smoke veiled the far side of the track from view. This, with the dust, contributed an element of danger to the long race, which might have led to accidents.

ON NIGGER HILL IN FOREST PARK

A HILL climbing contest took place on "Nigger Hill" in Forest Park, in February, 1907, between a Packard, property of the Halsey Automobile Company, and a Pope-Hartford, owned by the Mississippi Valley Automobile Company.

The Packard won in straight heats, taking the hill like a duck to water.

The contest was a best two in three heat affair, but the third heat was unnecessary.

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AUGUST, 1910

A NOTHER wail against the automobile came from a new source. This time the piano manufacturers, with tears in their eyes, declaimed that people had stopped buying pianos to put their money into automobiles.

POPE-HARTFORD WINS IN ART HILL CLIMB IN 1907

THE first gathering of automobile enthusiasts to witness a hill-climbing contest in the season of 1907, was on Saturday afternoon, April 13, 1907. The affair was in charge of F. W. Marshall, and to him is due the entire credit for the success of the afternoon's sport.

The provisions of the climb stated that cars should carry five passengers, three of whom were timers, and that the cars be regular stock models.

The first car to start was the Pope-Hartford, later destroyed in the Mississippi Valley fire. This car made the excellent time of 28 1/5 seconds, and was the winner. The car was driven by Wm. Lohse. The prize was a handsome silver cup.

The Rambler ran next and negotiated the hill in 38 1/2 seconds, with one rear tire flat. T. W. Benoist was the driver of this car.

The Oldsmobile had carburetor trouble, and took 39 seconds as its time, there not being sufficient time for the driver to adjust the engine. Wm. Bagnell drove this car.

The Thomas "40", driven by H. A. Robinson, of the Park Automobile Company tried hard to lower the Pope-Hartford mark, but was com-

pelled to be satisfied with 28 2/5 seconds, or only one-fifth of a second behind.

The Thomas "40" owned by S. S. Prim, and the Pope-Hartford, of the Mississippi Valley Auto Company, were immediately matched for another race, to take place on the Hill, the following Saturday. The disastrous fire of that week, however, put the Pope-Hartford out of commission, and consequently there was no race between these two cars.

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In 1921 Henry Ford built over 1,000,000 cars and trucks for a single twelve-month's period.

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In 1922 Ford built 2,000,000 cars and trucks; the year's business amounted to over a billion dollars.

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A. C. Webb defeated Barney Oldfield and Earl Kiser in an automobile race at Delmar track, May 8th, 1905.

THE THOMAS-PACKARD HILL CLIMB- ING CONTEST ON ART HILL

TO settle a wager of \$100.00, made by Alex T. Prim and David R. Calhoun, upon the respective hill-climbing ability of the Thomas "60" and the Packard "30", a race was held on Art Hill, in Forest Park, Saturday, April 27, 1907, the same year.

The first heat resulted in a victory for the Thomas "60".

The cars carried five passengers, and the Thomas, taking the inside track, beat the Packard by two car lengths; time 23 seconds.

The second heat resulted in a still worse defeat for the Packard, with the Thomas on the outside track.

No third heat, therefore, was necessary.

Mr. Calhoun and Mr. Halsey claimed, however, that the race was to be run with empty tonneaus. This was done, and the result was that the Thomas again came up winner, by about five car-lengths.

The Thomas was driven by Ollie Savin and the Packard by Fred Grinham.

ST. LOUIS AUTOMOBILE MANUFACTURERS' AND DEALERS' ASSOCIATION ORGANIZED

A Delightful Banquet Follows One Week Later After the Formation of One of the Largest Automobile Organizations in the Country.

AT the Jefferson Hotel, Wednesday evening, April 17, 1907, the automobile manufacturers and dealers of St. Louis formed an organization styled the "St. Louis Automobile Manufacturers and Dealers' Association," with forty-eight members. A call for the formation of the association was promulgated by *The Auto Review*, and was signed by forty-eight of the automobile manufacturers and dealers, and one week later this number was increased to sixty members. The printed call made the following statement of the object for forming this association: "Said Association to be regularly organized by the following signers, the purport of this association to be solidify the growing and allied interests of the manufacturers and dealers in automobiles and motor boats and accessories, to also include the benefits to be derived from a grand and united effort to secure, as a live body of business men, such proper exploitation of the business in general as the condition of affairs seem to require, to secure better freight rates and

the more prompt delivery of cars, to aid in the securing of a lower automobile license for the owners of automobiles in the City of St. Louis, and also demand of the City Council that dealers and manufacturers be given duplicate plates at mere cost to use on their duplicate machines for demonstration purposes, and further that one of the main efforts of this association shall be to unite annually at the most timely season, to exhibit their products in a grand show, and that all profits accruing from such a show shall be divided pro rata among the manufacturers and dealers so exhibiting at this show.

“At the last automobile show held by the Boston Manufacturers’ and Dealers’ Association, as high as \$150.00 dividends was declared to individual dealers, and at the recent Omaha show as high as \$60.00 dividends was declared to individual dealers exhibiting at this show, and it is believed that the St. Louis show will be able to declare a better dividend than either of these shows mentioned.”

At the first meeting held to form the organization, there were twenty-four of the members, out of the forty-eight, present. Nelson T. Gutelius, editor of *The Auto Review*, having in charge the preliminary work of forming the Association in hand, was called upon to open the meeting. He made a few remarks about his having ob-

served the growing need for such an organization of the commercial automobile interests of this city, which had spurred him on to secure the consent of the various firms to join such an association. The manufacturers and dealers at this particular time were thoroughly alive to the needs of such an organization, and they readily signed the call which was circulated among them. At the first meeting of the Association there was prevalent a healthy and interesting feeling among all present that it was one of the best things that had ever been started in this city, to establish them into a vigorous body to handle their own affairs and to exploit, in a general way, the great possibilities for the increased sales of the motor cars, motor boats, and accessories, not only in their home city, but throughout the South and Southwest. The biggest and main object for the formation of this Association was for such an organization to conduct in their own interests a large, grand automobile show annually, and all profits to be derived from the same to go toward promoting and advancing the sales of automobiles, motor boats, and accessories.

After Mr. Gutelius had given the reasons for the formation of the Association, a temporary organization was effected by electing Mr. A. V. Reyburn, Jr., temporary president, Mr. J. H. Phillips, secretary. Mr. Reyburn immediately



Two and Four-Passenger Knox Gasoline Car, 1904. Mr. and Mrs. G. Milbradt in Rear Seat.



W. L. Barnard and Family, 1904 St. Louis Motor Carriage Co. Car.

proceeded to read the call for the organization, after which nominations for the various offices were in order. The president appointed a nominating committee of the following gentlemen: H. S. Turner, Newman Samuel and O. L. Halsey. They retired to the hallway and soon reported the following nominations:

For President—A. V. Reyburn, Jr. and O. L. Halsey.

For Treasurer—John J. Behen and H. B. Krenning.

For Secretary—J. H. Phillips and Nelson T. Gutelius.

The voting then proceeded with the following result:

President—A. V. Reyburn, Jr.

Treasurer—H. B. Krenning.

Secretary—N. T. Gutelius.

There having been no nominations for vice-president, it was moved, seconded and carried, that Mr. O. L. Halsey be unanimously made vice-president. This was done.

These gentlemen were all thoroughly versed in the motor car and accessory business, and started at once to give the Association many valuable things to accomplish.

By a unanimous vote *The Auto Review* was made the official organ of the Association, and

Mr. Gutelius was given a rousing vote of thanks for having helped to form the organization.

(About six months later, Robert E. Lee, now editor and publisher of *The Auto Review*, was elected secretary of the Association, under a re-organization.)

FIRST BANQUET OF THE ASSOCIATION A GRAND SUCCESS

In an impromptu way, the secretary was requested by some of the members of the Association to start a movement to give a banquet at the Jefferson Hotel the following week, preceding the regular business meeting which had been called to be held at this hotel Wednesday evening, April 24th. Accordingly, members were seen, and 42 plates were subscribed for. At 8:30 on the appointed evening, 42 guests sat down at the banquet tables in the banquet hall at the Jefferson. The tables were set in the shape of an automobile wheel, there being five spokes of the tables to the round table in the center, which represented the hub. The tables were beautifully decorated, and at each guest's plate was a beautifully printed menu of four pages. On the second page of this menu was printed a list of the members of the Association, with the line of cars or goods that they handled. This piece of decoration was prepared at the printery of *The Auto*

Review and presented with its compliments to the members of the Association. Mr. Reyburn sat at the head of one of the tables, and acted as toastmaster. Mr. W. D. Rockwell of Chicago, was guest of Mr. John J. Behen, and was called upon to help entertain the Association. Between courses he seated himself at the piano and sang several songs. He was strongly applauded.

After the banquet the members of the Association went into executive session. They first considered the resignation of Mr. H. B. Krenning as treasurer, elected at the first meeting, who claimed that he could not possibly give sufficient time to the office on account of the very pressing duties with the Dorris Motor Car Company, as its president and manager. Mr. J. J. Behen was elected to fill the office. The committee on the constitution and by-laws then made its report. This committee was composed of John Higdon, S. S. Primm and A. D. Scott.

ST. LOUIS AUTOMOBILE DEALERS ASSOCIATION PRESIDENTS

From April to April

A. V. Reyburn	1907-08
O. L. Halsey.....	1908-09-10
H. B. Krenning.....	1910-11
F. R. Tate.....	1911-12-13
Samuel Breadon	1913-14-15-16
F. W. A. Vesper.....	1916-17
Joseph A. Schlecht.....	1917-18-19
P. H. Brockman.....	1919-20-21
R. C. Frampton.....	1921-22
H. F. Fahrenkrog.....	1922-23-24
F. C. McDonald.....	1924-25-26
George Weber	1926-27
P. H. Brockman.....	1927-28-29
E. A. Hatfield.....	1929-30-31

JACKSON WINS THE 24-HOUR RACE

ST. LOUIS'S FIRST ENDURANCE CONTEST
CREATES GREAT INTEREST

ALL hope of an exciting finish to the great 24-hour race, held at the Old Fair Grounds race track, July 3 and 4, 1907, was given up at the twentieth hour, when the Jackson car, carefully driven, increased its lead over the Matheson and Haynes, and was seen to draw away from these two and gain lap after lap.

The race was truly one of endurance, and during each and every hour some unlooked for thing was happening to mar the spirits of the drivers and mechanics. The winning Jackson took the lead at the twelfth hour, and was never overtaken. Robert Burman had the wheel at the finish.

The second car, the Matheson, driven by A. B. Cull, Chas. Townsend and Ralph Smith, had a most unfortunate Fourth. Up to the hour of starting, this car had traveled 5,800 miles, and was entered without replacing a single part, or having any special amount of overhauling done. At 11:00 a. m., Newman Samuel found that one of the rocker arms was not working properly. There was another at the garage, below Shenandoah avenue, on Grand avenue,

and this one he must have. Hopping into his Corbin emergency car, he started for the garage, and in seventeen minutes was back at the camp, and the car was soon running again. In the meantime, the Haynes and Jackson had gained eleven miles. At 2:30 p. m. while Smith had the car well in hand, and was covering a world of ground, the front spring on the right-hand side snapped in two, and the car once more pulled up at the camp. This time a strong piece of rope and a heavy wire were brought into play, and in twenty-five minutes the car was once again repaired and on its way. Cull now took the wheel and soon discovered that it would not pay to take chances on the inner track, so he was compelled to lose mile after mile by taking the outside track, which was covered with loose dirt. The best time the Matheson made in an hour was between nine and ten a. m., when it covered forty-five miles.

The Haynes car was driven by Woodson, and experienced a great deal of trouble with ignition and tires. During the morning the car stripped the timing gears, which were set in front of the engine. These were connected to the magneto with fibre gears, which broke off and became entangled with the timing gears. The result was that at ten o'clock the Haynes refused to fire. Everyone declared that it would take at least a

day to repair them, but instead they were replaced in just one hour and forty minutes. The trouble repeated itself, however, at seven o'clock in the evening, and the car was down and out. During the afternoon the drivers of the Haynes sent a thrill through the spectators by their nervy driving. They took all sorts of chances and reeled off many miles at forty-five miles an hour.

The Elmore quit at the end of the eighteenth hour, with 502 miles to its credit. The motive power became deranged, the drivers having their troubles, frequently having to stop for adjustment. Lohse drove a good race, but he took none of the chances with his car that characterized the driving of Woodson and Burman.

The Oldsmobile was obliged to withdraw during the tenth hour, with a broken frame. Mr. Corkhill was in the lead at the eighth hour, but unfortunately struck a rut in the track that snapped the frame just above the front axle.

The Stearns fell at 5:00 a. m., a broken crankshaft putting it out of commission. Avilon had covered 195 miles, and he was averaging 35 miles an hour when he withdrew.

The most unfortunate occurrence to mar the day's sport happened at 2:30 a. m. when the Cadillac driven by Henry Suttikus, and tearing along in the lead, by 42 miles, at 50 miles an hour, crashed into the fence on the back stretch, and

was demolished. At the start of the race, from the very time the starter's pistol sounded, it was apparent that there would be something doing before the night was over, and many were heard to remark that Suttikus would be the boy that would be in it. The Cadillac shot to the front at the crack of the pistol, as though it were a five-mile sprint race instead of a 24-hour grind, and for 183 miles he kept up an awful pace, taking corners without the least adjustment of speed levers. It was seen when he passed the grandstand on his last unfortunate lap that his throttle was wide open to take the turn. A board had become loose on the infield fence, and just as Suttikus was about to overtake a car on the back stretch, he swerved his car towards the inner fence and picked up this board. The strip of wood entangled itself in the steering gear, and in a flash he was seen to hit the fence and go tearing along for a hundred yards before coming to a stop. Just how this fearless driver and his mechanic escaped instant death is inexplicable. The mechanic, Glamann, was standing in his seat to reach for more gasoline when the crash came, and the top board of the fence pierced his leg breaking it. Had he been sitting in his seat at the time he would have been killed outright.

The first race on the program of the afternoon of July 3rd was for light touring cars selling at

\$2000.00 and under. The Cadillac, Maxwell, Reo, and Holsman were entered. The distance was five miles. The Cadillac, Maxwell and Reo faced the starter, but the Maxwell was compelled to return to the paddock for its hood. During the time this car was gone, the race was started by someone, and Bagnell, in the Cadillac shot to the front and made a runaway race of it. The race proved to be no contest at all after the first quarter of a mile. Bagnell won easily in seven minutes, thirty-four and one-fifth seconds. Mr. Peper was certainly justified in entering his protest.

The second race was for touring cars listing at \$3,000.00 and under, and was won easily by the Jackson, driven by Burman, in seven minutes, one second. The Corbin ran second, driven by A. B. Cull, and finished one mile behind, while the Wayne was two miles behind at the finish. This race was also five miles.

The third race was ten miles, for runabouts listing at \$3,000.00 and under. The Thomas "40", Wayne "35" hp., and the Jackson 40 hp. were at the tape, ready to start when M. A. Robinson, driver of the Thomas protested against entry of the Jackson, on the grounds that the Jackson car was not a regular stock runabout, and indeed it was not, for it was the same car that had just previously won the touring car race, with its

touring body removed. The result was that after much debate among the judges, the Jackson was disqualified, and the race between the Thomas and Wayne was started. The Thomas won easily, covering the ten miles in 13 minutes, 6 1-4 seconds.

The most interesting race of the afternoon came next, and was the 20-mile race between the Packard, Stearns, American and two Moon runabouts. A great many looked for a sizzling hot finish to this race, and predicted that the Stearns and Moon cars would give Grinham in the Packard a lot of trouble. Such was not the case, however, for Grinham shot the Packard to the front at the start, and after the first half mile it was all his race. Indeed, it was worth the price of admission to see the way this boy took the turns, and although the American roadster, driven by Will Tone, proved the most formidable opponent, Grinham won hands down in 23 minutes and 32 seconds. The Stearns was the first car to withdraw, a flat tire necessitating Lohse taking it to the paddock. The Moon No. 1, driven by Dick Orphin, was never let out to its top speed. Orphin had trouble with his clutch, and it was continually slipping on him, but he finished a good third. Savin, in the other Moon, had poor gasoline, and a mixture of dirt soon

caused his machine to quit firing. The American car finished second, $1\frac{3}{4}$ miles behind.

The ten-mile race, for motorcycles, was the next event, and was won by F. J. Maynard in a $1\frac{3}{4}$ hp. Reading Standard. His time was 14 minutes and $6\frac{4}{5}$ seconds. John Hurck, on an Indian, gave the winner a good run for first money, but was outdistanced on the last mile. John W. Gardner on a four-cylinder F. N., had trouble with his ignition, caused by poor gasoline, which did not vaporize properly. The F. N. looked all the world like a winner at the start, and there was a deal of disappointment throughout the stand as this popular young rider gave a signal of distress, and it was seen that he was running on but two cylinders.

The much-touted eight-cylinder Franklin run-about was entered with the Packard, Jackson, and Thomas, in a special race and ran exactly one mile before it broke down. This race was for ten miles, and again Freddie Grinham showed his skill in handling the Calhoun car when he finished in front easily. His time was 11:55. The Thomas "40" was second, and the Jackson third.

The 50-mile race was won by the American, in one hour, ten minutes, after every other car had withdrawn. The Moon, Oldsmobile, Matheson and Haynes started, and for several miles

the Thomas was in the lead. Good driving, even, consistent running, without a bit of trouble, however, gained a victory for the American, after it seemed hopelessly beaten.

Camps were established by 24-hour crews. Each was provided with a tent, within which were baths for the drivers, and cots for them to rest upon during their rest hours.

The Haynes camp was located just south of the paddock, and it was here that Chairman Henry Grewell made his headquarters.

The Behan-Faught Motor Car Equipment Company appropriated the cigar stand at the end of the betting ring for the display of lamps, horns, oils, greases, and other automobile requisites. Merrill W. Doyle was in charge.

The southern end of the track was in poor condition after a few hours racing, and was soon cut up until it resembled a plowed field. Notwithstanding this, a great many spectators were lined up along the fence at this turn all day July 4th. Dust baths were very popular.

The wrecked Cadillac was a center of interest the second day, and many crossed the field from the stand, and, looking at the car, especially where the heavy timber plowed through the radiator and mechanic's seat, marveled that both driver and mechanic were not killed outright.

The Diamond Tire Control was located directly across the track from the grandstand. Mr. H. C. Miller was in charge. The Jackson signaled for a tire at 8:00 a. m., and in 4½ minutes it was on the car, spinning along again.

The Jackson and Elmore camps were over near the stables. The Elmore had a big crew at work all night. It was tough luck for Lohse to have to withdraw at five o'clock.

A snake-charmer evidently thought the crowd would throng to his place of business, and erected a platform draped with flags in the infield. A few hours wait, however, convinced him that the people were out to see the autos, and not to watch the didoes of trained snakes.

Five thousand people witnessed the finish of the 24-hour race at ten o'clock, July 4th, including William Morrison and his monkey Joko.

The track was illuminated with 130 large gasoline lamps, not including the innumerable Presto-lite gas lamps in the grandstand and enclosure. The effect was remarkably good, and the cars were discernable at any hour of the night.

The attendance was uniformly good at all hours. On the afternoon of the 3rd, about 8,000 were present, when the races started. Approximately a like number were on hand when the 24-hour race started at ten o'clock that evening. All day the 4th, the crowds came and went, and

the box-office receipts swelled until the finish, at ten o'clock in the evening, when there were left at least 5,000 enthusiastic rooters who cheered the Jackson car and Burman.

The feature that struck an innocent onlooker as being the most startling during the 4th, while the Haynes and Jackson were running, was the difference in driving these two cars. Noble, in the Haynes, drove in a very haphazard fashion, taking turns much the same way as Suttkus did in the Cadillac on the evening before his accident, and all in all, apparently thinking he was driving an indestructible piece of mechanism. He regretted this later on, however, when he was compelled to stop for repairs and the Jackson was permitted to reel off mile after mile and increase its lead.

The Crescent Oil & Supply Company had a tent erected near the paddock, and furnished oil for the racing cars. Crescent oil was used on seventy-five percent of the cars that ran, and on every winner.

The Elmore was equipped with Hartford tires that had previously run 3,500 miles. They carried the car through as long as she ran, without mishap. The rear tires were of the Midget type.

The Jackson car was handled by Robert Burman, and E. F. Schuefler; assisted by Al Ernest, and O. Clapp, of this city. Messrs. Burman and

Schuefler came with the car from the factory in Michigan. The Jackson had but one breakdown, and that was the breaking of an exhaust valve. Tires were replaced four times.

Richard Hurck claims that one trouble motorcycles experience arises more often than any other from poor gasoline. This forms parafine wax, which clogs up the carburetors. The question suggests itself, is this parafine or residue?

The last mile reeled off by the Jackson was its fastest. This was done in 1:10 flat.

The American Tourist made a magnificent showing in the 50-mile race. It did not vary six seconds to a mile in the entire 50. The official time gave it one hour, ten minutes, 25 seconds; the others who held watches on it lower this by four minutes. It is sufficient to say that everyone was surprised, for the efficiency of the car was unknown. This car was equipped with G. & J. tires that had carried the car from the factory in Indianapolis, July 1st and 2nd. They stood the wear exceedingly well, and were later used on the demonstration car.

Herbert Lytle was prevented from starting in the 24-hour race on account of an accident. With Lytle out, his partner, Will Lohse, was made the favorite in the betting. Lohse drove the Elmore 502 miles.

THE FIRST ANNUAL OWNERS RELIABILITY TOUR IN ST. LOUIS

AT exactly ten o'clock, Saturday, September 21, 1907, twenty-six touring cars and runabouts entered in the First Annual Owners Reliability Tour were started off in front of the St. Louis Club, on Lindell Boulevard, the cars being started a minute apart. This tour was under the auspices of the Automobile Club of St. Louis and the trophy to be won by the car having the cleanest and most perfect score was a handsome silver cup donated by James Hagerman, Jr., tax collector for the city of St. Louis, who was also an enthusiastic motorist, and a member of the club. The route was over a measured course of 85.5 miles, circling through St. Louis County, over a number of miles of hilly, and some miles of quite good roads. The worst roads were encountered between the fourth and fifth controls, that from Florissant to the northern city limits.

Sixteen cars finished in the afternoon, with perfect scores, the first to arrive at the St. Louis Club being a Packard "30" driven by Samuel Plant, which arrived on schedule time, 3.47. The other cars to arrive were the following, which arrived close upon one another, in the order named: A. Moll, Pierce; H. G. Werner, Marmon; E. J. Walsh, Packard "30"; J. A. Hutchin-



Samuel J. Kieffer in 1903 Oldsmobile.



Dr. Malcolmb Robb's Holly Roadster, 1903. Mrs. Lambert E. Walther at Wheel and
Daughter, Gertrude.

son, Packard "24"; George F. Durant, Corbin; Wm. Grayson, Jr., Stoddard-Dayton; C. M. Barnard, Dragon; Hanford Crawford, Thomas Flyer; Chas. E. Bascom, White Roadster; Fred R. Regel, Stoddard-Dayton; Louis Wurzburger, Pope-Hartford; M. A. Heiman, Oldsmobile Roadster; J. C. Graham, White Steamer; E. J. Neville, American Mors; W. J. Kinsella, Jr., Thomas Roadster; Joseph J. Miller, Pope-Toledo; John E. Huiskamp, Ford Runabout; Howard E. Nichols, Buick "22"; H. S. Rumsey, Thomas "40"; Edgar R. Smythe, Locomobile "20"; W. J. Marshall, Richmond; George W. Strodman, Rambler "35-40"; Harold Woodward, Wayne Roadster. These cars made the number finishing twenty-four.

Each driver at the start was given 1,000 points to his credit, and the penalization points against them at the finish were deducted from the original number. There were twenty-six cars started, but only two of these failed to reach the second control—car No. 21, a Bates runabout, driven by C. P. Strothers, and car No. 26, Springfield "35-40", driven by J. Benoist Carton. The Springfield runabout was disqualified before it reached the second control. Following are the cars that finished with perfect scores:

No. 1, A. Moll, "Pierce"; No. 2, Samuel Plant, "Packard"; No. 3, H. S. Rumsey, "Thomas";

No. 4, G. H. Werner, "Marmon"; No. 7, E. J. Walsh, "Packard"; No. 9, George F. Durant, "Corbin"; No. 10, Wm. Grayson, Jr., "Stoddard-Dayton"; No. 11, C. M. Barnard, "Dragon"; No. 13, C. E. Bascom, "White"; No. 15, F. H. Regel, "Stoddard-Dayton"; No. 18, J. O. Graham, "White"; No. 20, E. J. Neville, "American-Mors"; No. 24, W. J. Kinsella, Jr., "Thomas"; No. 25, J. G. Miller, "Pope-Toledo"; No. 28, J. E. Huiskamp, "Ford"; No. 31, H. E. Nichols, "Buick".

The contestants who finished with less than the 1000 points were as follows:

No 17, M. A. Hermann, "Olds", 999; No. 14, H. Crawford, "Thomas", 990; No. 16, L. Wurzbarger, "Pope-Hartford," 975; No. 8, J. A. Hutchinson, "Packard", 967; No. 33, E. R. Smythe, "Locomobile" 908; No. 22, George W. Strodtman, "Rambler", 885; No. 6, H. Woodward, "Wayne", 728; No. 12, W. J. Marshall, "Richmond" 702.

The tourists upon finishing, looked as if they had traveled a thousand miles, but this was due to the fact that they all traveled in the wake of each other's dust, with exception of the first car. Each tourist was thickly covered with dust from head to foot, and their most intimate friends could hardly recognize them upon arriving at the finishing point.

One tire on the Pierce Arrow, driven by A. Moll, was punctured not far from the first control at Kirkwood. A new tire was put on inside of seven minutes.

Herman Schnure, manager of the Van Automobile Company, drove a Stoddard-Dayton touring car ahead of the tourists, as a pilot car.

Harold Woodward, a young and daring driver, was so unfortunate as to lose his way. He got off the road and drove four miles out of his way in the direction of Ferguson. This probably accounts for his not finishing with a perfect score.

W. J. Marshall, driving a Richmond, was delayed with tire trouble, having been held up twenty-four minutes in putting on a tire. He had the rear wheels of his car equipped with chains, and they cut the tires all to pieces on the dry roads. He saw and admitted his mistake after the tour was over, as chains used upon dry roads certainly cut the tires. They were intended for use only on muddy roads.

J. A. Prescott, the clever and generous manager of the Lakedel Garage, was the only automobile man to think of the press representatives. He invited the representatives of the *St. Louis Times*, and *The Auto Review*, to accompany him in his elegant De Luxe car over the course of the tour. The De Luxe rides like a palace car, and

in hurrying from one control to another, the car was driven as fast as sixty miles an hour with ease.

The First Annual Tour was admirably conducted by the following general committee: James Hagerman, Jr., chairman; Roy F. Britton, and Alden Little. Mr. Hagerman can be thanked for his offer of the handsome cup for this tour, and to his enterprise, a very pleasant day of automobile sport was enjoyed not only by the tourists, but by many others who witnessed the animated scene of a goodly number of first-class motor cars contesting for endurance.

On account of there being so many cars finishing with a perfect score, the cup could not be awarded to any one of them, but at a meeting of the drivers of the sixteen cars finishing with perfect scores, held in the office of Mr. Hagerman, at the City Hall, Tuesday afternoon, it was agreed to have the names of the sixteen successful contestants engraved upon the cup, and to have the Automobile Club of St. Louis hold the cup until the Second Annual Reliability Tour, when a longer and more severe course would be selected.

TWO PACKARDS WIN PERFECT SCORES MANY OTHER CARS MADE CREDIT- ABLE RECORDS IN SECOND OWNERS' RELIABILITY TOUR

ONLY two cars, and these Packards, made perfect scores in the Second Annual Owners' Reliability Tour from St. Louis to De Soto and return, a distance of 109.2 miles, Saturday, June 7, 1908. Many other cars made exceptionally creditable runs, some of them showing their weakest points at the technical examination and test conducted at Battery A after the conclusion of the day's run. Considering that this was an endurance run in which none other than owners or any immediate members of their families were allowed to drive the cars, the average showing made by the cars was simply remarkable. The De Soto pike is the most continually hilly road in the central West or Southwest. The Kimswick Hill, or "Hell and Damnation Hill," at a certain point has a grade of 20 to 25 per cent. The backs of some of these hills are humped up to an abruptness, which very few cars could negotiate on high, unless taking a good running start for them.

The weather for the day was ideal and never before had such a coterie of enthusiastic tourists

gathered in this city to test out the endurance of their cars over a long, winding hill road, to drive over which required the best skill and coolest judgment, especially when the driver was held in check by an official checker from doing anything to his car contrary to the road rules of the tour. These rules were strict and any car had to be a pretty good car to go the route without completely falling down. However, by referring to the table of the scores it is quite obvious that the 17 cars completing the tour made fair records for the day, considering that they were not driven by professionals.

The novelty of the tour was the exceptionably daring and skillful driving of Miss Ida Britton, daughter of F. H. Britton, president of the Cotton Belt Railroad Company. Miss Britton drove a 50 horse-power Pope-Toledo, carrying seven passengers. The splendid showing of what a woman can do was received with much enthusiastic applause as she would let the car out after passing each control, with muffler cut out, which supplemented the applause that she received. At the finish, in front of the St. Louis Club, Miss Britton drove her car across the line at the rate of 40 miles per hour.

P. D. C. Ball, in his large, handsome, new 30 horse-power White Steamer, made a remarkable run, receiving only ten points against misapplica-

tion of brakes at the final test, and two points for being one minute late at the first control. This penalization he disputed, claiming the distance was not correctly measured. This protest was later denied by Referee Britton.

Samuel Plant, driving his 30 horse-power Packard roadster, winning a perfect score, showed very clever skill in the handling of his car. Mr. Plant, in 1908 was considered one of the best private drivers of St. Louis.

Edward Walsh, the other winner of a perfect score with his Packard roadster, had never before driven over the route, and on this account his driving was considered by all the old experts as something marvelous.

Chief of Police Creecy drove a Stanley Steamer, this being his first year at driving a car and having never before driven over the course. Although a little indisposed, the Chief kept nobly in the race, and despite his advanced age, finished with but few marks against his record.

George V. Steffens, driving the 25-horsepower Cadillac roadster, made a remarkable showing, losing only six points, four of these being for stopping to put on a fan belt. This was done without stopping the engine. The other two points against his car were in the brake test, and Mr. Steffens told how he had greased his internal expanding brake, which he said slipped on him

and prevented a more rigid application. Nevertheless, the Cadillac and Mr. Steffens made a remarkable showing against the other cars costing twice the price. The Cadillac was one of the few of the gasoline cars that took the steep hill north of the Antonia control on high gear.

J. E. Huiskamp and Dr. W. W. Graves each driving a Ford runabout, made very creditable showings. The Fords took the steep hills without the slightest resistance.

T. G. Sonnemeier, driving a Kissel car, made a very excellent record, this having been his first tour and the first time going over the course.

Joseph G. Miller, driving a 50-horsepower Pope-Toledo, made a noble drive. He had lots of tire trouble, besides having gone over the course the night before and arrived in the city on his return at four o'clock in the morning, with only a few hours to get a little sleep and refreshment, when he was off again, although tired out, to try to win a perfect score in the tour. He certainly was game and deserves considerable admiration for this alone.

J. E. Klipstein, driving a Maxwell runabout, had the misfortune of breaking his differential just a little way beyond the first control and had to retire.

Chas. E. Bascomb, driving a 20-horsepower White Steamer, and M. F. Bingham, Jr., driving

the same make of car, were next to Miss Britton in coming within an ace of winning perfect scores.

C. M. Barnard, who won a perfect score in last year's tour did some clever driving, having only 13 points against him.

Walter McKittrick, with his 40-horsepower Locomobile, had only nine points against his skillful driving.

Ralph Smith, driving his 30-horsepower Matheson, made a splendid run while on the road, but unfortunately had all the points against his car in the brake test which was probably due to not having been fully prepared with his car on this particular part.

According to the A. A. A. rules Referee Britton appointed the following committee to determine how the tie between Mr. Plant and Mr. Walsh should be decided: Roy Britton, chairman; Alden M. Little, Thomas K. Cooper, Dr. E. M. Senseney, and James Hagerman, Jr.

All motorists were grateful to Mr. James Hagerman, Jr., for having donated the excellent trophy for such a worthy cause. He was one of St. Louis' liveliest motorists and enjoyed the highest opinion of all lovers of motor car sport. The Automobile Club of St. Louis deserves credit for having endorsed this tour and so ad-

mirably aided Mr. Hagerman in carrying out the well-laid plans for this remarkable and interesting tour.

The following officers and committees of the tour, besides those who acted as observers, deserve the highest praise for their impartial and unstinted services in aiding to have the tour properly conducted:

Touring Committee: James Hagerman, Jr., chairman; Hanford Crawford, S. S. Primm, G. H. Walker, Alden H. Little, secretary.

Officials: Referee, Roy F. Britton; starter, G. H. Walker; chief timer, Hanford Crawford.

Technical Committee: Alden H. Little, chairman; Geo. W. Boswell, J. Benoist Carton, Thomas K. Cooper, Chas. A. Madill, E. M. Senseney, E. H. Steedman.

Committee on Route: Theodore Marx, chairman; Tom W. Bennett, O. L. Garrison, Jr.

Committee on Controls: Thomas K. Cooper, chairman; E. J. Krause, Eugene T. Senseney.

Committee on Observers: Paul Brown, Jr., chairman; Clyde Erskine, Jr., Louis Wilson.

Seventeen cars virtually completed the course by arriving at the last control.

Following was the order in which the cars arrived at the finish:

	Driver and Car	H. P.	P. M.
2.	P. D. C. Ball—White.....	30	3:32
3.	T. G. Sonnemeier—Kissell	40	3:33
5.	W. K. McKittrick—Locomobile.....	40	3:42
6.	J. E. Huiskamp—Ford.....	15	4:20
8.	George Steffens—Cadillac	25	3:47
9.	Chief Creecy—Stanley	10	3:54
10.	J. C. Graham—White.....	20	5:05
12.	Dr. W. W. Graves—Ford.....	15	4:23
14.	M. F. Bingham, Jr.—White.....	18	4:00
16.	Samuel Plant—Packard	30	4:08
18.	C. E. Bascomb—White	20	4:11
19.	Miss Ida Britton—Pope-Toledo.....	50	4:12
20.	C. M. Barnard—White.....	20	4:15
21.	Wm. Grayson, Jr.—Stoddard-Dayton.....	35	4:15
22.	Robert Walsh—Thomas	70	4:20
23.	Ed Walsh—Packard	30	4:26
24.	Ralph Smith—Matheson	35	4:29

Several cars withdrew before or during the technical examination and outside tests. Those eliminated were: No. 10, J. C. Graham; No. 21, William Grayson, Jr.; No. 22, Robert Walsh. This left 14 cars in the competition and these were examined by the technical committee thoroughly and in detail.

ROAD PENALTIES

No. 2 P. D. C. Ball was penalized for late arrival at the first control. He made a protest to the technical committee. He claimed that the distance had been improperly measured.

No. 3. T. G. Sonnemeier was penalized for the stoppage of his motor and for inspections of his

car. Besides his brake test was not up to the mark.

No. 4 was disqualified.

No. 5. Walter McKittrick was not penalized.

No. 6. J. E. Huiskamp after making a satisfactory run past the control, ran out of water and froze his motor at Grand Avenue and Linwell Boulevard.

No. 8. George Steffens stopped to put on fan belt, and was penalized.

No. 9. Chief Creecy had considerable trouble on account of delays caused by getting off the course, and leaky engine packing.

No. 10. J. C. Graham withdrew after completing, and did not go through the outside tests and examination.

No. 12. Dr. W. W. Graves was delayed 19 minutes on the course with an overheated engine. His outside test was perfect.

No. 14. M. F. Bingham, Jr., received assistance in getting water for his steam car, and was penalized. His outside test was satisfactory.

No. 15. W. J. Kinsella, Jr., after having 13 punctures, withdrew.

No. 16. Samuel Plant received no penalties on the road.

No. 18. Charles E. Bascomb received no road penalties.

No. 19. Miss Ida Britton received no road penalties, but was penalized two points for premature arrival at the first control.

No. 20. C. M. Barnard received no road penalties.

No. 21. W. M. Grayson, Jr., disqualified for not appearing for examination.

No. 22. Robert Walsh withdrew during the outside test, when his brakes failed to work properly. He had previously been penalized 25 points.

No. 23. Edward Walsh was penalized for stopping.

No. 24. Ralph Smith received no road penalties.

RULES USED IN TEST AT END OF TOUR

Brake Test—The car under test approached a braking line across the roadway at a speed of 20 miles per hour, one set of brakes was applied and the distance measured in which the car came to a stop. The other set of brakes was similarly tested. (The average of the two results determined each car's brake score.) The car stopping in the shortest distance was considered perfect, provided its brake performance was deemed satisfactory by the technical committee in charge. The distance required for the poorest braked car was taken, and if this brake was absolutely bad, it received 100 points penalty. The difference in distance required by this brake and the best brake

was taken and a penalty for all intervening cars imposed in proportion to this distance and the 100 points penalty. The discretion of the committee entered largely into these brake tests.

Clutch Test—The front wheels of the car were rested against a vertical eight-inch curb, the low gear was engaged and the clutch let in. Failure to spin rear wheels or climb the curb counted as a bad clutch, 30 points. Medium and fair markings were arranged in due proportion with the 30 points.

Transmission Test—Car must be driven on different forward speeds and reverse. Failure to drive on any one speed 25 points. To determine if the transmission was tight, the motor was stopped, clutch and low gear engaged then the car was pushed back and forth, to note if the transmission case was loose on frame.

Motor Test—Gasoline cars, cylinder missing, 15 points, driving with open and closed throttle and advanced and retarded spark test firing. Failure of one set of ignition penalized as per code.

Steam Cars—Test to see if motor ran with open and closed throttle, if valve slide action was operative, if running temperature and pressure of steam was possible, if engine simplified and if various gauges and controls were operating properly. Penalization as per code.

SOME OBSERVATIONS OF THE SECOND RELIABILITY TOUR

By Arthur C. Williamson, in the *Auto Review*, July, 1908.

CONSIDERING the hard route and the general condition of the roads it is little short of marvelous that some one wasn't hurt.

The treacherous hills with their many twists and turns were hard on brakes and tires alike.

The beautiful scenery of the foothills of the Ozarks was new to many of the occupants of the cars and many expressions of delight were heard when the top of one rise would unfold miles and miles of valley lowlands, while the short down grade, only to immediately start the incline on the other side, brought surprised exclamations from drivers and passengers.

The DeSoto road from Sappington clear to DeSoto is a succession of hills, hills and more hills.

The pretty little town of DeSoto was in holiday attire for the event. It seemed as though every inhabitant had appointed himself a committee of one to help entertain the autoists.

The first car to start back on the return run from DeSoto was sent away before the last one arrived.

Aside from the treacherous hills, which called forth all the skill and nerve of the drivers, the most serious obstacle that the drivers of cars were obliged to contend with was the overtaking and passing of teams on the highway. For the most part the farmers showed a spirit of generosity in allowing the cars the right of way. A few, however, stubbornly refused to yield an inch of the highway. The Thomas "70" press car of *The Auto Review*, overtook one of these latter class a few miles from the second control. We finally succeeded in shooting past him and I venture to say that "his royal stubbornness" will remember the dust bath that the big Thomas gave him.

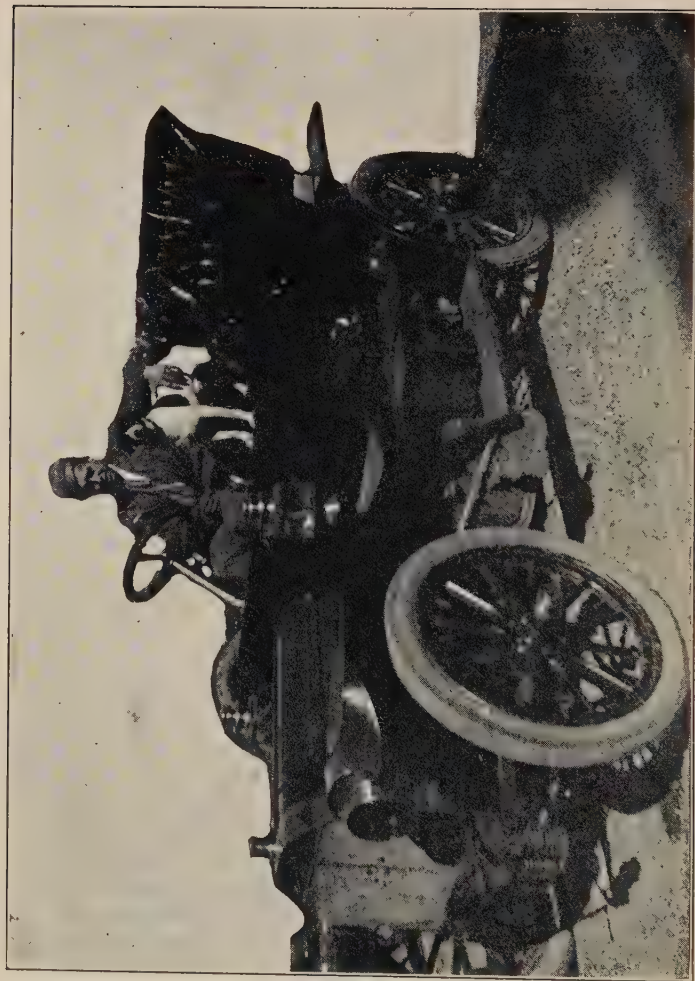
"Billy" Kinsella had loads of tire trouble and when he had his fifth puncture and blowout, a short way from the Meramec river on the return trip, he was forced to abandon all hope of getting in on time as the car was then forty-five minutes late.

The several miles of oiled road in St. Louis County were welcomed by the automobilists on the return trip after a hard run through the fine dust of the DeSoto road. Wouldn't it be great if the entire route was oiled?

The speedometer on the Thomas press car registered around 30 nearly all the way. However, just to show what was in her, Sam Primm gave us a daring exhibition of driving and re-



Fred Campbell and Two Brothers in 1905. St. Louis Motor Carriage Company's Car.



Harry C. Rohde, Peerless Car, 1905.

markable fortitude when he made this big car spin over the stretch of oiled road near the Country Club, first a 40, 45, 50 and then 55. Going some, eh?

The recent high water was still in evidence where the route crosses the Meramec river. The flood had receded just enough to allow a free passage across the roadway. It is doubtful if the run could have been made a week before as the flood signs were plainly seen on the trees and stone walls along this part of the road.

The gradometer on the press car registered 25 per cent on Kimmswick Hill. This bears out the statement made in this publication some time ago to the effect that the Kimmswick Hill is between 20 and 25 per cent grade.

G. S. Parsons of Bonne Terre, Mo., owner of a Thomas "Forty", was the amiable host at Antonio, the second control. Mr. Parsons brought over a party of fourteen from Bonne Terre to watch the contestants come into the control.

"What the h—l, oh, only another hill, I sure thought it was the end of the road."—From the startled exclamation of one Sam Primm.

Dr. Senseney, the judge at the second control, furnished fireworks to salute the first cars that came in; but a certain party we know nailed the skyrockets to a well to set them off. Some village wit remarked that maybe he was afraid it would carry him up with it.

After the first few cars had passed over the route, the natives began to sit up and take notice. The fences and shady spots furnished excellent places to watch the cars spin by and each contestant came in for his full quota of cheers and encouragement. As a rule these ruralists were enjoying the race almost as much as the occupants of the cars.

One big powered car got lost three different times, through no fault of the driver or the route committee. We would suggest, however, that the confetti be strewn a little more liberally at some of the turns hereafter. Can you guess which car it was?

The old hermit that lives in a piano box along the roadside about 12 miles out in St. Louis County, awoke from his lethargy long enough to salute the cars as they whizzed by. This man surely lives close to nature's heart.

The odometer on the press car registered 106.9 miles from the start of the St. Louis Club to DeSoto and return.

Miss Ida Britton must have enjoyed the distinction of being the only woman driver in the race as she was saluted with prolonged cheers at every control. The other contestants were less fortunate in a way of the reception as the best the majority of them got was "Hurry up, you're late."

STEVENS AND DORRIS CLIMB ON SOLOMON'S HILL

ONE of the most sportsmanlike automobile events that St. Louis has ever known, was held on Tuesday morning, September 1, 1908, on Solomon's Hill, on Manchester Road, seven-eighths of a mile. The contest was for \$1,000.00 the side, and that in good, hard, solid coin of the realm, the wager being on the respective hill climbing ability of a Stevens-Duryea six and a Dorris four-cylinder car.

The wager was brought about by a banter made by H. B. Krenning, of the Dorris Motor Car Company to L. E. Denning, owner of the Stevens-Duryea. Both gentlemen took the matter lightly at first, but the sporting blood of J. D. Perry Lewis, of the Halsey Automobile Company who sold Mr. Denning the Stevens, was aroused when he heard of the offer to bet \$1,000 on the Dorris car's ability to climb up a hill ahead of a Stevens, and he urged Mr. Krenning to renew the offer. Mr. Krenning, game and equally confident, accepted at once, and the time was set and officials of the course selected.

Sam Primm, of the Park Automobile Company, and Frank R. Tate, of theatrical fame, were selected as judges. E. Rubel, of Rubel and Wells, starter, and H. C. Miller, of the Diamond

Tire Company held the aforesaid cold, hard and influential cash.

Though no public notice was given of the event, about twenty-five automobile loads of enthusiasts were at the hill to see the event, there being more than 200 people in the crowd.

By arrangement, the hill climb was to be from a standing start, and the word being given, the Stevens, with its six cylinders got away a little ahead of the Dorris with its four, and beat to the top of the hill on the first trial. Jack Blincoe had the wheel on Mr. Denning's Stevens, and Ashley Gray guided the Dorris, which was a stock car.

On the second trial, the Dorris got away well, and managed to get to the top of the hill ahead of the Stevens. The contest was thus left a tie, and the excitement of the spectators, and of the two drivers as well, was great, when the third trial was ready.

On the trial, the Stevens got away quickly, and went up the hill ahead of the Dorris, giving the contest to the Stevens. The stakes were immediately turned over to Messrs. Lewis and Denning.

The auto sharps present were greatly pleased at the showing made by the Dorris, a four-cylinder car, against the Stevens six-cylinder, claiming that the six-cylinder car can get away quicker than a four. The best of feeling prevailed throughout.

FRANCIS INITIATES TAXICAB, WHICH LATER TAKES FESTUS WADE'S DAUGHTERS SHOPPING

THE much talked of taxicabs at last arrived, and were in operation December 21, 1908.

The first trip of the first cab was made from the residence of D. R. Francis, at Newstead and Maryland Avenues, to his office on North Fourth Street. The trip was made in twenty-five minutes, with almost ten minutes delay at the Francis residence. It cost the Governor \$1.60—but the first ride was made complimentary.

Olive Street assumed a metropolitan appearance as the taxicab glided eastward. The street in places was lined with persons who gazed at the new conveyance curiously. At the end of the ride Mr. Francis declared that the trip had been elegant.

FRANCIS IS ELATED

"It is just what St. Louis needed", he said. "I am glad that we at last have the taxicabs. They will be more convenient than carriages, street cars, or ordinary automobiles, and I am sure, from my trip this morning, that they will give excellent service."

The route of the taxicab was down Maryland Avenue to Euclid, to Lindell Boulevard, to Channing Avenue, to Locust Street to Fifteenth Street to Olive Street, and east to the Francis office.

The actual time required for the run was a little more than fifteen minutes.

The second patrons of the day were Misses Marie and Florence Wade, the daughters of Festus J. Wade of 4451 Lindell Boulevard. For one hour, their bill, as registered by the taximeter, was \$2.30. They were still using the car at 12 o'clock that day.

While reading the newspapers Sunday morning, one of the daughters called Mr. Wade's attention to the fact that the taxicab service was to be installed, and, as they had found the machines convenient in New York, they asked for a taxicab Monday. The young women called at several downtown stores, and at each a crowd congregated.

The first cab to operate was a Peerless model of 30-35 horsepower. Its chauffeur was A. L. Jagemann. Two others were stationed at the Southern Hotel, which was the taxicab headquarters.

The rate was 30 cents for the first half mile, and 10 cents for each quarter of a mile thereafter. The cost of time consumed in waiting was \$1.00 an hour.

REGISTER SHOWS BILL

A servant was asked over the telephone whether Mr. Francis had left his home in a taxicab.

"Spell that word," said the servant. "Taxi-what? I can't understand you."

Other persons knew the meaning of the word "taxicab," but did not know wherein a taxicab was different from an automobile.

The principal difference lies in the first syllable of the word—"tax." The occupant is taxed at a mile rate, and a register, called a taximeter, stares him in the face, showing him exactly what his bill is. A taxicab is an automobile, with a taximeter attached. The semi-limousine model is used because it affords better protection against the weather.

The taximeters were made in New York, and were leased or rented to automobile companies. The taximeter companies were under bond, to guarantee their machines to be accurate. The taximeter was made of iron, and was attached to the side of the automobile, even with the top of the door of the car. It was attached by means of a covered steel wire, with a cog, which was turned with each revolution of the back wheel.

When the occupant had finished his ride, the taximeter registered the exact amount to the nickel. A rate of 30 cents for the first half-mile, and 20 cents for every half-mile thereafter was charged. A charge of 10 cents for every six minutes was made for the time the machine was kept standing. This charge was recorded by an invisible clock within the taximeter.

DOGS GO AS BAGGAGE

A rate of 20 cents for baggage, which was classified by the indicator as "extra" was asked. Two persons rode for the same rate as one person, but three passengers paid as much as four. Children under 12 years of age rode for half fare. Dogs came under the baggage classification.

The Mississippi Valley Automobile Company operated the taxicabs in St. Louis. The company turned out the bodies in its shop at 5023 Delmar Avenue. The chassis of each machine was built in eastern factories.

The taxicabs were on the streets from 6 a. m. to 2 a. m.

SOLOMON'S HILL CLIMB NOVEMBER 6, 1908

Sponsored by St. Louis Automobile Manufacturers and Dealers Association.

The Stanley Steamer finished 1st, 2nd, 3rd, and tied for 4th place in the free-for-all, the only event in which it was entered.

SUMMARY OF CONTESTANTS

Hill 6/10 mile long, 12% grade.

	Car	Driver	Time
1.	30 HP Stanley Special	Baldwin	40 4/5 seconds
2.	30 HP stock Stanley Roadster	Baldwin	43 1/5 seconds
3.	20 HP stock Stanley Roadster	Woodward	45 seconds
4.	30 HP stock Stanley Touring	Cull	46 2/5 seconds
5.	Apperson	McClain	46 2/5 seconds
6.	35 HP Stoddard-Dayton	Tuttle	49 seconds
7.	Stearns	Oldfield	49 2/5 seconds
8.	6-cylinder Pierce	Caldwell	49 4/5 seconds
9.	10 HP Stanley Runabout	Woodward	55 seconds

The Stanley Steamer also won the St. Louis Times Cup for the fastest time made by any stock car. Won by 30 HP Stanley Roadster. Time, 43 1/5.

Comparing the performance of the \$850.00 10-HP Stanley Runabout with the other high-priced, high-powered gasoline cars in the Solomon's Hill climb, it was a remarkable score.

	Name	H. P.	Price	Time
Stanley \$850 10-HP Runabout. Time, 55 Seconds.	Stearns	60	\$4500	46 2/5 sec.
	Apperson	40	2750	45 sec.
	Packard	30	4200	54 4/5 sec.
	6-cyl. Stevens-Duryea	40	3500	55 sec.
	Buick	18	900	1.04 4/5 sec.
	Chalmers-Detroit	30	1500	1.05 2/5 sec.
	Jackson	30	1500	1.21 3/5 sec.
	Moon	30	3000	1.03 sec.
	6-cyl. Pierce	40	5500	49 4/5 sec.

There was quite an enthusiastic crowd of automobilists at this event, and all seemed to be very much interested.

ORGANIZATION OF ST. LOUIS ACCESSORY DEALERS

THE Motor Accessory Association of St. Louis was formed at a meeting held at the Mercantile Club, May 11, 1909. Seventeen dealers attended the meeting, and signed the charter list. The meeting was presided over by Mr. H. C. Miller, of the Diamond Tire Agency, and Mr. Clifford Garrison, of the Phoenix Auto Supply Company was the secretary. Mr. Frank Behen acted as temporary treasurer. This tentative organization was to continue until permanent officers were elected at a meeting to be held May 21, 1909.

A committee on constitution and by-laws, consisting of Mr. M. W. Doyle, of the Motor Mart, Mr. O. O. Petty, of the Firestone Tire Agency, and Mr. Thomas Benoist, of the Vesta Battery Company, was appointed to report at the next meeting.

The matter of annual dues was settled, and it was suggested that a credit rating bureau be made a feature of the Association. It was decided that all charter members would be admitted without the payment of an initiation fee, but those joining after the charter list was closed would pay an entrance fee in addition to the annual dues.

The organization was completed after a "Beef-steak dinner," which was at the expense of the committee composed of Messrs. Frank Bishop and Clifford Garrison, who were warmly thanked by vote of the meeting.

Those who attended the meeting were: Messrs. Frank Bishop, Clifford Garrison, Phoenix Auto Supply Company; A. N. Stanley, Fisk Rubber Company; J. J. Behen and Frank Behen, Behen-Faught Motor Car Equipment Company; O. O. Petty, Firestone Tire & Rubber Company; Mike Doyle, accessory department of Buick Motor Company; H. C. Miller, Diamond Rubber Company; H. F. Borbein, Borbein Auto Company; B. S. Adams, Republic Tire Agency; George B. Ogan, Sales Agent; Tom Benoist, Benoist Bros. Manufacturing Company; D. Donnelly, Times Square Automobile Company; Rex J. Lee, Warner Instrument Company; C. G. Holt, Western Oil Pump Company, and Robert E. Lee of the *Auto Review*.

At the meeting of May 21, the constitution was adopted, and the following permanent officers elected:

President, Mr. A. N. Stanley, Fisk Rubber Co.; vice-president, John J. Behen, Behen-Faught Motor Equipment Company; secretary, Robert E. Lee, editor *The Auto Review*; treasurer, C. R.

Garrison, Phoenix Auto Sup. Co.; sergt. at arms, D. Donnelly, Times Square Auto Co.

Executive Committee: R. H. Combs, manufacturers agent; Robert E. Lee, editor *Auto Review*; M. W. Doyle, Motor Mart, and Tom Benoist, Benoist Bros. Mfg. Co.

Twenty-five members were enrolled.

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In 1906 Ashley Gray made a two thousand mile tour through the east with a Thomas flyer.

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The first taxicab in St. Louis in 1908 was driven by Albert A. Jageman. Dr. R. Francis was one of his passengers on this day.

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A five-passenger touring car with rear entrance was ordered by Leo G. Hadley in 1900 from the Winton Motor Car Company and delivered in 1901, price \$3,000.00

ST. LOUIS' GREAT AUTO PARADE OCTOBER, 1909

MEN in a position to know, said that the Auto Parade held in St. Louis, October 9th—as the closing and crowning feature of the Centennial Week Celebration, was the greatest parade of motor cars ever held in this country. An actual count of the cars in line as the parade started from Lindell and Vandeventer Avenues, showed 900 pleasure cars and trucks in line.

There were a great number of decorated cars in the line, some of them of exceedingly handsome design. Cups had been offered for the best decorations and the awards committee, Col. B. F. Gray, Jr., and Col. Isaac A. Hedges, found some difficulty in making their awards. They finally decided as follows:

First prize, Shields-Porter Millinery Co., Silver Cup. Most unique decoration.

Lawrence Mullen, silver cup, from the St. Louis Motor Accessories Assn.—Unique decoration—Phoenix Auto Supply Co.

Best decorated Electric car, Miss Laura Waters, honorable mention.

Best decorated commercial vehicle, Brix Floral Company, silver cup, and Delmar Motor Company, honorable mention.

One of the features of the parade was the showing of Locomobiles entered by Capen Motors Company, with a series of all the models that ever had been turned out.

Other local dealers and manufacturers had as many of the cars represented by them in line, including the one loaned to the grand marshal, Major Robert E. Lee, by the Dorris Motor Company and driven by J. T. Rumble.

The Moon Company had a number of cars in line, as also did the St. Louis Car Company, which furnished two Standard Sixes for the newspaper men.

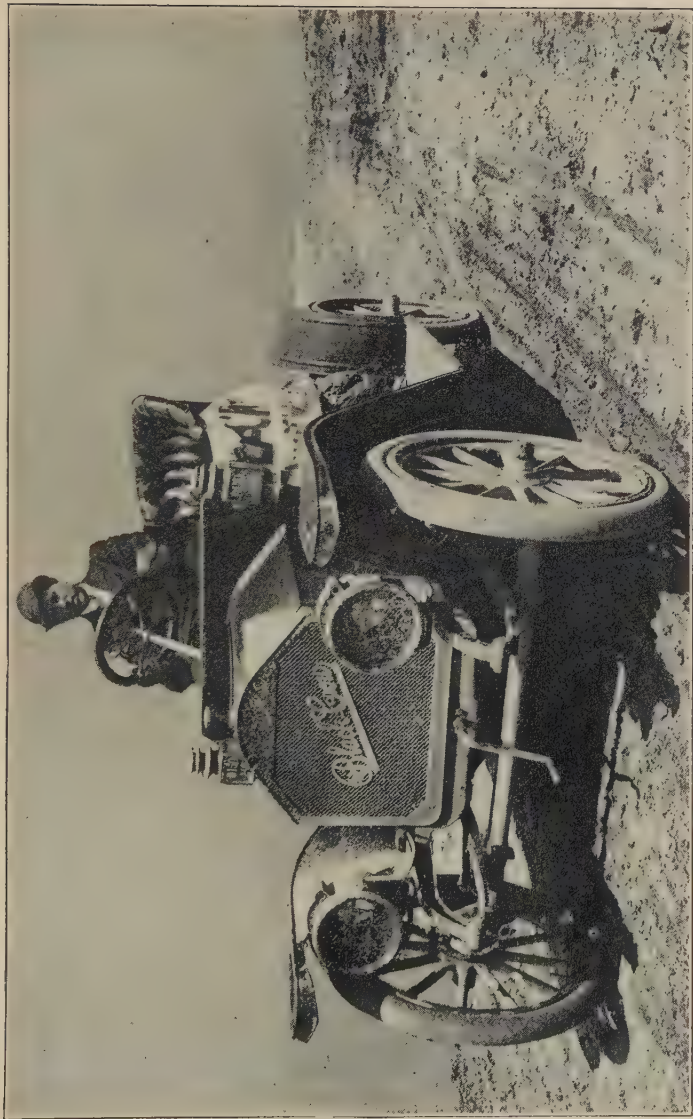
The display of commercial vehicles was a revelation to business interests of St. Louis. Because of the too great a speed maintained by the leaders of the parade, the trucks did not cover the whole route, but they went through the business district, which was all that was desired.

Theo. Hemmelman, who won the first prize spent about \$500.00 on the decorations of his car, and the Shields-Porter car was embellished with \$3,000.00 worth of artificial flowers and ostrich plumes.

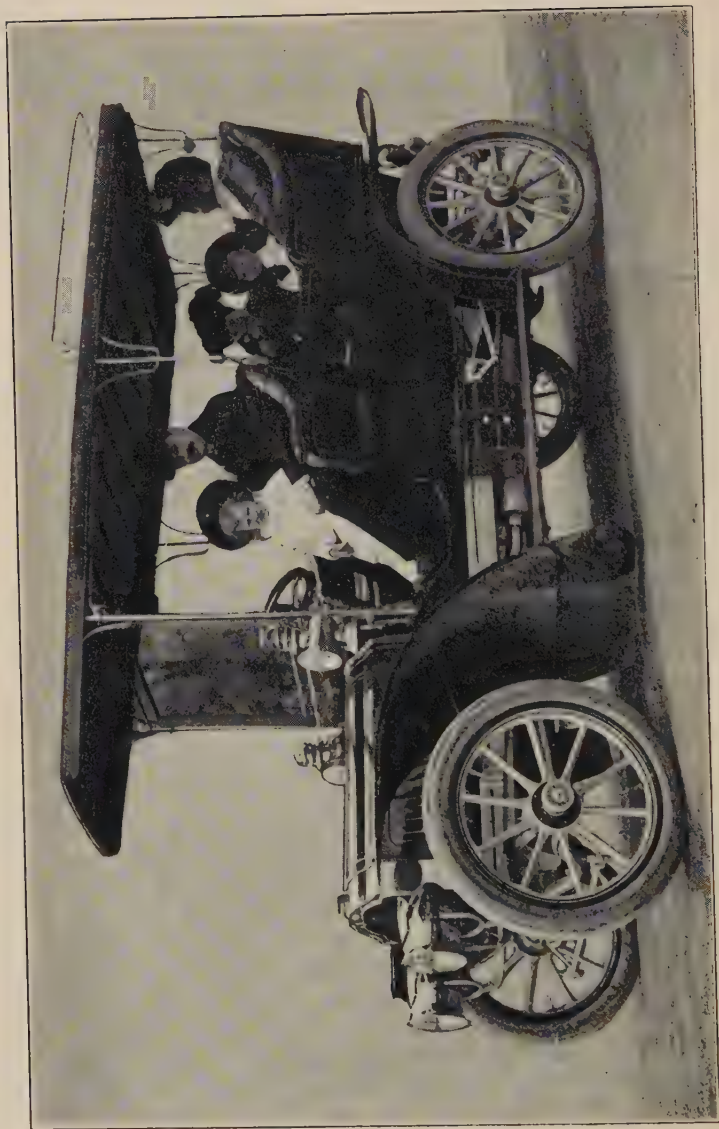
The grand marshal sent to each of the division marshals and aides, a certificate of appreciation, issued by the Central Association—a handsome design suitable for framing, as an expression of thanks for work well done. The parade

was arranged by the following gentlemen, acting as the Executive Committee:

Sam D. Capen, President Auto Club of St. Louis; H. B. Krenning, President Auto Manufacturers and Dealers Association; A. N. Stanley, President Motors Accessories Association; O. L. Halsey, J. Howard Holmes, J. J. Behen, Robert E. Lee, Grand Marshal.



1905 Black-Crow, A. L. Jagemann at Wheel.



1905 Packard. A. W. Niedringhaus and Family.

NATIONAL "FORTY" WINNER OF ST. LOUIS RELIABILITY RUN IN 1910

Oldsmobile and Columbia Tied for Second and Buick Third
in Gruelling Contest.

OWING to a tendency to "beat it" from control to control, the Three-Day Reliability Run of the St. Louis Automobile Manufacturers and Dealers Association, June 28, 29 and 30, 1910, for the splendid trophy offered by the *St. Louis Star* was a harder contest than was intended. It, in fact, turned into a mild road race, and the consequence was that the thirty cars started in it were tried mechanically to their utmost, and it is not surprising that there was not a single perfect score made, the winner, the National "40", driven so well by Carl Merz, having a score of 992 and the two next cars, tied for second place, the Columbia and the Oldsmobile Special, having one point less, or 991, and the third, the Buick, getting 990.

It would be unjust to the cars to judge the penalties assessed that there was in every case a real fault with the car itself. Thus in the case of the Haynes car, No. 30, which was heavily penalized, little of this was for car trouble, most of the penalty being a point a minute for stoppage of motor while the crew of the car was in

a justice court at New London answering an unjust charge of assault.

So, too, with the Dorris car No. 25, which lost many points because of a broken spring which was replaced on the road. The bumps and the speed combined were enough to break any sort of spring. Several of the cars came in with broken spring leaves. The mistake was made of permitting cars to get into controls ahead of schedule, thus encouraging drivers to get speedy and pass other cars on the line. No advantage was gained from this, and broken parts and loosened bolts and nuts showed its unwisdom. At every control the cars greatly exceeded the time schedule set for it and got in from one to two hours ahead of schedule.

With this one exception the tour was a brilliant success, both from the standpoint of furnishing a good contest and from that of boosting St. Louis as an automobile center in the territory traversed.

In the latter connection it was the common sight to see the entire population of the smaller towns lined along the road or street over which the cars were to pass and encouraging the contestants with cheers and shouted words.

At Auburn, south of Hannibal, the people of a village stood on the roadside and handed out bottles of "pop", to which a note of congratulation was attached to the motorists.

The following itinerary was observed the first day: St. Louis, St. Charles, Wentzville, Harvester, Cottleville, Darden, Flint, Moscow Mills, Troy (dinner stop), Eolia, Clarksville, Louisiana, New London and Hannibal, 148.1 miles.

On the second day the cars passed through Hannibal, Palmyra, Monroe, Hunnewell, Shelbyna, Clarence, Macon (dinner stop), Excello, Jacksonville, Moberly and then to Mexico, 143.3 miles.

From Mexico they went to Wellsville, Montgomery, Jonesburg, Warrenton (dinner stop), Truesdale, Middleton, Wright City, Forestel Wentzville, Darden, Cottleville, Harvester, St. Charles and *St. Louis Star* office, 127 miles.

The total distance was 418.4 miles.

The accident to the Rambler car which occurred near Eolia was regretted by all. The car, driven by Wm. Smythe, one of the most experienced men on the trip, threw a tire on a turn while going at a good speed, and dashed into a telegraph pole. None of the passengers were hurt, but the car was put out of the race and disqualified.

The disqualification of the Stearns car No. 28 arose from the finding that the brake had been wired up in violation of the A. A. A. rules.

The Marmon car which was withdrawn, met difficulties which put one cylinder out of commission and the driver dismounted the engine,

took out the piston, put the motor back again and finished the trip on three cylinders.

Road conditions were better than expected but far from perfect. From Eolia on into Hannibal they were excellent, particularly through the Louisiana district. From Hannibal to Moberly and Mexico they were fair in places and in other places abominable. Between Mexico and St. Louis some good and some very bad roads were encountered. Fortunately there had been no rain. These roads in wet weather would have been impassable.

THE SCORING IN DETAIL

The official scoring after examination by the technical committee and the assessment of all penalties, whether made on the road or found by the committee, together with the order of finish, the name of the driver and that of the observer for each of the three days, follows:

No. 1. National "40", the winner; final score, 992; road score, 1,000, perfect; driver, Carl Merz; observers, Wm. Hallbauer, H. C. White, C. H. Blake.

No. 2. Oldsmobile Special, tied with Columbia for second; final score, 991; road score, 995; driver, B. W. Olin; observers, K. Funsten, Fred Schnure, L. Strauss.

No. 2. Columbia "48", tied with Oldsmobile Special for second; final score, 991; road score,

1,000 perfect; driver, E. E. Ernest; observers, John Grueninger, L. Macklin, R. Weinert.

No. 3. Buick "17"; final score, 990; road score, 1,000 perfect; driver, Frank Delaney; observers, H. B. Frank, L. Strauss, Wm. Corcoran.

No. 4. Oldsmobile Limited; final score, 983; road score, 999; driver W. B. Fewell; observers, James Foland, H. S. Reed, H. C. Woodward.

No. 5. Moline "M", tied with Ford for fifth; final score, 979; road score, 1,000 perfect; driver, Walter Von Steiger; observers, Dr. C. H. Woof-ter, Geo. W. Drexel, Tom Dooley.

No. 5. Ford, tied with Moline for fifth; final score, 979; road score, 996; driver, H. L. Bagley; observers, H. C. White, Wm. Hallbauer, G. Jokerst.

No. 6. Maxwell "G"; final score, 978; road score, 998; driver, Val. Heinrichs; observers, L. Strauss, K. Funsten, L. Funsten.

No. 7. Amplex "30-50"; final score, 977; road score, 997; driver, Herman Schnure; observers, G. W. Houghton, Dr. C. Woofter, Geo. W. Drexel.

No. 8. Overland "40"; final score, 975; road score, 1,000 perfect; driver C. E. Goldthwaite; observers, Chas. J. Berkley, L. C. Donovan, M. Orthwein.

No. 9. Mitchell "T"; final score, 972; road

score, 980; driver, C. M. Barnard; observers, Fred Schnure, Jos. E. Foland, E. W. Blanchard.

No. 10. Haynes "19"; final score, 968; road score, 1,000 perfect; driver, Carl Williams; observers, W. J. Shackelford, C. H. Blake, John Burns.

No. 11. Pope-Hartford "T"; final score, 957; road score, 999; driver, Walter Saigon; observers, H. L. Woodward, John Burns, J. Grueninger.

No. 12. Moon "45"; final score, 956; road score, 975; driver, Matthew Balvatt; observers, F. E. Morris, R. Weinert, H. S. Reed.

No. 13. Cadillac "30"; final score, 940; road score, 967; driver, Wm. Bagnell; observers, H. S. Reed, F. E. Morris, Jas. E. Foland.

No. 14. Mitchell "R"; final score, 939; road score, 993; driver, J. H. Little; observers, John Burns, G. Jokerst, R. H. Boyd.

No. 15. Stearns "30-60"; final score, 934; road score, 999; driver J. M. Dunwoodie; observers, Wm. Corcoran, H. E. Woodward, Herman Paul.

No. 16. Everitt "30"; final score, 932; road score, 986; driver, E. M. Witherspoon; observers, G. Jokerst, R. H. Boyd, W. J. Shackelford.

No. 17. Moon "45"; final score, 893; road score, 998; driver, G. Muller; observers, Dr. L. Macklin, J. Grueninger, Jr., C. J. Berkley.

No. 18. Interstate "30"; final score, 880; road score, 1,000 perfect; driver, H. M. Paine; observers, C. H. Blake, H. Paul, H. C. White.

No. 19. Hupmobile "B"; final score, 874; road score, 975; driver, Roy Anselm; observers, E. W. Blanchard, H. C. McCoy, G. W. Houghton.

No. 20. Moon "30"; final score, 873; road score, 971; driver, Ely Coillouette; observers, L. C. Donovan, H. B. Frank.

No. 21. Dorris "E"; final score, 843; road score, 924; driver, J. T. Rumble; observers, R. Weinert, Chas. J. Berkley, F. E. Morris.

No. 22. Buick "10"; final score, 770; road score, 999; driver, J. F. Ladd; observers, R. H. Boyd, W. J. Shackelford, Dr. Macklin.

No. 23. Dorris "E"; final score, 713; road score, 749; driver, J. E. Baker; observers, H. C. McCoy, C. B. Moore.

No. 24. Haynes "30"; final score, 695; road score, 749; driver, A. A. Franklin; observer, G. Drexel.

No. 25. Buick "F"; final score, 691; road score, 997; driver, M. C. Tuxbury; observers, H. Paul, Wm. Corcoran, H. B. Frank.

Marmon "32" withdrawn; driver, C. Holt-haus; observers, C. B. More, Geo. Houghton.

Stearns "15-30" disqualified; road score, 993; drivers, R. Stokes and Albert O'Neil; observers, Ralph Orthwein, E. W. Blanchard, Fred Schnure.

First Day Road Record

1. Overland	1,000	16. Mitchell	993
2. Moon	971	17. Ford	1,000
3. Buick	1,000	18. Pope-Hartford	999
4. Maxwell	998	19. Haynes	1,000
5. Oldsmobile	995	20. National	1,000
6. Mitchell	990	21. Interstate	1,000
7. Oldsmobile	1,000	22. Buick	1,000
8. Cadillac	1,000	23. Stearns	1,000
9. Moon	975	24. Hupmobile	975
10. Rambler	Disqualified	25. Dorris	1,000
11. Dorris	1,000	26. Marmon	977
12. Moon	998	27. Amplex	1,000
13. Columbia	1,000	28. Stearns	994
14. Buick	1,000	30. Haynes	886
15. Everitt	994		

Second Day Road Record

1. Overland	1,000	17. Ford	996
2. Moon	971	18. Pope-Hartford	997
3. Buick	1,000	19. Haynes	1,000
4. Maxwell	997	20. National	1,000
5. Oldsmobile	995	21. Interstate	1,000
6. Mitchell	984	22. Buick	1,000
7. Oldsmobile	999	23. Stearns	999
8. Cadillac	972	24. Hupmobile	975
9. Moon	975	25. Dorris	749
11. Dorris	1,000	26. Marmon	Withdrawn
12. Moon	998	27. Amplex	998
13. Columbia	1,000	28. Moline	1,000
14. Buick	999	29. Stearns	994
15. Everitt	987	30. Haynes	749
16. Mitchell	992		

Final Road Score

1. Overland	1,000	19. Haynes	1,000
3. Buick	1,000	20. National	1,000
13. Columbia	1,000	21. Interstate	1,000

28. Moline	1,000	22. Buick	997
7. Oldsmobile	1,000	27. Amplex	997
14. Buick	999	17. Ford	996
18. Pope-Hartford	999	5. Oldsmobile	995
23. Stearns	999	16. Mitchell	993
4. Maxwell	998	29. Stearns	993
12. Moon	998	15. Everitt	986

The Finals

Finish	Make	Contest No.	Per Cent
1.	National "40"	20	.992
2.	Oldsmobile Special	5	.991
2.	Columbia "48"	13	.991
3.	Buick "17"	3	.990
4.	Oldsmobile Limited	7	.983
5.	Ford 1910	17	.979
6.	Maxwell "G"	4	.978
7.	Amplex "30-50"	27	.977
8.	Overland "40"	1	.975
9.	Mitchell "T"	6	.972
10.	Haynes "19"	19	.958
11.	Pope-Hartford "T"	18	.957
12.	Moon "45"	9	.956
13.	Cadillac "30"	8	.940
14.	Mitchell "R"	16	.939
15.	Stearns "30-60"	23	.934
16.	Everitt "30"	15	.932
17.	Moon "45"	12	.893
18.	Interstate "30"	21	.880
19.	Hupmobile "B"	24	.874
20.	Moon "C"	2	.873
21.	Dorris "E"	11	.843
22.	Buick "17"	14	.770
23.	Dorris "E"	25	.713
24.	Haynes "19"	30	.695
25.	Buick "F"	22	.691
26.	Marmon "32"	26	
27.	Rambler "54"	10	
28.	Stearns "15-30"	29	

AT THE ELECTRICAL SHOW IN 1910

ONE-SIXTH of the total floor space of the Coliseum building of St. Louis was occupied by electric automobiles during the recent electrical show which lasted ten days in 1910. The show was primarily given for the National Electrical Association which met here, but was afterward opened to the public.

The Union Electric Light and Power Company of St. Louis, made the most striking of all exhibits at the show. In addition to Studebaker and Raush & Land electric cars, the company also had a splendid display of its general electric lines, including a house, bed-room, dining-room and kitchen, fitted with a hundred electrical conveniences and necessities, and a garage for two cars with charging plant at work and electric air power plant for cleaning and tire inflating.

P. C. Chrysler, Western manager, was in charge of the exhibit of the General Vehicle Company, a one-ton truck chassis.

C. F. and J. R. Brown exhibited a Detroit electric coupe with the new 150-mile Edison Storage battery in it. Lester Weiss was in charge.

Roy Brouster was in charge of the Baker Electric exhibit made by the Park Automobile Company. It consisted of a four-passenger

coupe and Queen Victoria, both 1911 shaft-drive models.

The Columbus Electric exhibit, made by the Cook Motor Vehicle Company, contained a very handsome four-passenger Columbus coupe.

The Auto Maintenance & Manufacturing Company showed a Walker Balance Gear electric wagon.

The Rauch & Lang exhibit, in charge of C. E. Michel and C. A. Froin, showed the new Rauch & Lang gentleman's runabout, a very fancy rig which looked like a gasoline car, and made 100 miles on one charge. Also a coupe.

In the Studebaker exhibit, also in charge of Mr. Michel, was a Studebaker coupe and delivery wagon.

The Priesmeyer-Stevens Auto Company exhibited a 1911 model Waverly coupe of very handsome design.

The Phoenix Auto Supply Company made an exhibit of the various electrical devices for automobiles which the company handled, and had a live exhibit all the time, as visitors found it impossible to sit down in the exhibit without being shocked. Frank Bishop, Clifford Garrison and Dave Gilliland alternated in charge and kept up the fun.

THE THIRD ANNUAL OWNERS RELIABILITY RUN IN 1910

THE Third Annual Owners Reliability Run of the Automobile Club of St. Louis was a brilliant success, in spite of a heavy rain which kept down the number of entries to one-half of those who paid the entry fee. Those who undertook the run in the face of the rain demonstrated the fact that they were true sportsmen and true motorists, and they were enabled to try out their cars along muddy, gruelling roads, in such a way as to make of the tour a real reliability test rather than a pleasure run fitted only for amateur drivers. Any car that finished the run, regardless of the score made, was stamped as a good car, driven by a good driver.

The tour, which finished at Kingshighway and Forest Park Boulevard, was closed with a brake test, in which the owners were made to stop their cars within a specified distance after crossing the line. This test counted in the final score.

First honors went to car No. 6, a Locomobile driven by Frederick H. Semple, which received 967 points in Class A for touring cars. First honors in the runabout class D went to Samuel J. Pingree, who drove his Chalmers with a score of 997 points, a penalization of but three points,

188

giving to him the best score of the day. A list of the cars that finished is given elsewhere.

To Mr. Semple, the Hagerman Cup, donated a year ago by James Hagerman, Jr., and not then awarded, was given. Mr. Pingree carried off the Plant-Wash Cup, donated by Samuel Plant, and Ed. J. Wash.

There were no serious accidents on the tour, and the work of the checkers at the various controls was perfect, and there was no objection raised by any participant.

Nineteen cars started. Eleven finished. Cars finished in the following order:

Class A Touring Cars

No. 6.	F. H. Semple—Locomobile.....	967
No. 9.	Ralph L. Smith—Matheson.....	964
No. 28.	John H. Flachman—Cadillac	944
No. 24.	Frank H. Pingree—Cadillac.....	938
No. 21.	A. A. Kelly—Cadillac.....	906
No. 7.	W. A. Meletio—Marmon.....	902
No. 5.	C. M. Barnard—Mitchell.....	872
No. 35.	C. H. Albers—Locomobile.....	869
No. 22.	O. T. Upshaw—Kissel Kar.....	839

Class D Touring Cars

No. 25.	Samuel J. Pingree—Chalmers-Detroit.....	997
No. 19.	S. E. Wolff—Hudson.....	714

Cars starting but not mentioned were disqualified for not finishing.

The starters were as follows:

John L. Boland, Jr., Cadillac	C. M. Barnard, Mitchell
Fred H. Semple, Locomobile	W. A. Meletio, Marmon
Ralph H. Smith, Matheson	Chas. W. Wall, Stearns
Miss Ada Britton, Pope-Toledo	A. R. Byrd, Jr., Marmon
Joseph Dickson, Jr., Packard	S. E. Wolf, Hudson
P. D. C. Ball, White Steamer	A. A. Kelly, Cadillac
Dr. O. T. Upshaw, Kissel Kar	Wm. H. Boehmer, Buick
Frank H. Pingree, Cadillac	Sam J. Pingree, Chalmers
John H. Flachman, Cadillac	J. L. Adrien, F. A. L.
C. H. Albers, Locomobile	C. K. Huthsing, Marmon

In addition to these contestants there was the press car, a Marmon, driven by Herman Schnure, a Franklin driven by W. E Breasley, for officials, and several other non-contesting cars. Notable among these was the Buick truck in charge of G. A. Root, which hauled two big tanks of gasoline to Pond, where the Waters-Pierce Company supplied it to the competing cars gratis.

Several accidents marred the trip for the injured cars. The severest of these was a broken driving shaft on Byrd's Marmon, which put him out of the run near Eureka. Owing to skidding, Boland's Cadillac stripped the studded threads from two rear tires near Busch's, but gamely went through. Wall's Stearns caught fire twice en route, the fire being put out with liberal daubing of mud.

Miss Ida Britton, the only woman driver in the contest, dropped out at the first control, owing

to motor trouble. Joseph Dickson's Packard was permitted to run out of oil, and had to quit. Ball's Steamer was withdrawn at the first control. Boehmer's Buick roadster went into a ditch near Byrnsville and dropped out.

As soon as the cars arrived at Forest Park terminus of the run, they were put into the hands of the technical committee, for examination. The committee was made up of Alden H. Little, J. B. Carton, Chas. A. Madill, H. C. Henley, Frank Bishop, E. H. Stedman, Sam. S. Pingree, Dr. E. M. Senseney, and Geo. W. Boswell. The committee examined the motors and all the mechanical parts of the cars to see if they had come through without the necessity for repairs, or adjustment. Any repairs found necessary, or made on the road and reported by the observer, one of whom was with each contesting car, counted against a perfect score.

Peculiarly, not a single car made a perfect road score, such score consisting largely in arriving at the several controls on schedule time and in making no repairs en route.

The Officials of the run were as follows:

Touring Committee: Samuel Plant, chairman; Roy F. Britton, Louis M. Rumsey, James Hagerman, Jr., Edward J. Walsh, J. Howard Holmes and Alden H. Little, secretary.

Controls Committee: J. Howard Holmes, chairman; Thos. K. Cooper, E. J. Krause, Theodore Marx and A. W. Niedringhaus.

Referee: Roy F. Britton; Starter, Geo. J. Tansey; Timer, James Hagerman, Jr.

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Chas. Marien operated the first automobile repair shop in St. Louis.

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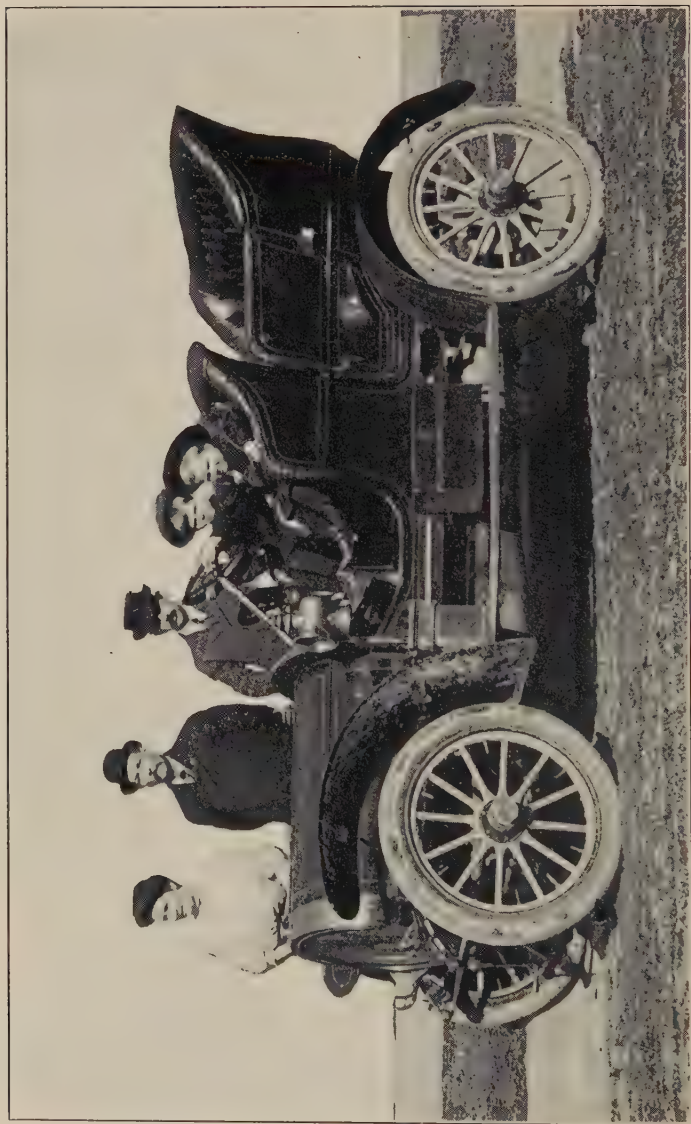
Captain Stinger and Officer Cooney were the first skidoo wagon drivers in 1905.

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As late as 1910 only lot owners could enter Bellefontaine Cemetery with automobiles, by admission card.



1906 Mitchell Touring Car. Herman L. Schure, Max Levy at Wheel and Miss Friede in rear.



1903 National, Charles A. Marien Standing at Steering Wheel.

Some of the First Automobile Dealers in St. Louis Up To and Including 1910

Mississippi Valley Auto. Co., Automobile Row, Steam and Elec.
Missouri Automobile Co., 4259 Olive St.
Halsey Automobile Co., 3908 Olive St., Steam and Gas.
Capen Motor Car Co., McPherson and Euclid Avenues.
Park Automobile Co., 4432 Olive St.
Western Automobile Co., 4701 Washington, Gas.
Lakedel Automobile Co., 5134 Delmar.
McNish Automobile Co., 3685 Olive, Rambler.
Van Autwerp, A. A., 920 N. Taylor.
Colonial Automobile Co., 312 N. 12th, White Steamer.
Bagnell Automobile Co., 4152 Olive St.
Union Automobile Co., 4106 Olive St.
Forrest Automobile Co., 4601 Olive St.
South Side Auto Co., 2339 S. Grand.
American Garage Co., 1219 N. Vandeventer, Dragon.
Reyburn Motor Car Co., 5023 Delmar.
M. A. Singer, 3939 Olive, Singer.
Delmar Garage, 4530 Delmar.
Myronda Motor Car Co., 4230 Olive St., Knox.
Peper Automobile Co., 4921 Delmar Ave., Maxwell.
Smith Auto Repair Co., 501 N. DeBaliviere.
Bennett Auto Repair Co., 523 N. Vandeventer.
Acme Automobile Co., 3944 Olive St., Kissel.
St. Louis Garage Co., 3456 S. Grand, Johnson.
Priesmeyer-Stevens Auto Co., 3936 Laclede, Waverly Elec.
Times Square Auto Co., 18th and Pine.
Union Electric Lt. and Pr., Studebaker.
St. Louis Stearns Auto Co., 1210 Olive, Stearns.
Missouri Motor Car Co., 1131 Olive, Marion.
C. F. and J. R. Brown, 5143 Delmar, Peerless.
Heier-Raepter Auto Co., 3432 Shenandoah, Detamobile Rdstr.
Olds Motor Works, 406 N. 12th, Oldsmobile.
McDonald Automobile Co., 5143 Delmar, Knox.
General Motor Car Co., 2800 Olive St., Regal.

Vogels Motor Car & Mfg. Co., Garrison and Olive.
W. Von Steiger, 3619 Washington, Moline.
Broadway Vehicle Co., 915 N. Broadway, Demot.
Petre-Phillips Auto Co., 1127 Olive St., Paige-Detroit.
Midland Automobile Co., 10th and Locust, Midland.
Kardell Bros., 509 N. Main, Reo.
Haynes Automobile Co., 4129 Olive St., Haynes.
Southern Auto & Machy. Co., 116 Robert Ave., Ohio.
Chas. P. Luhn, 3916 Washington, Winton.
Mound City Buggy Co., Broadway and Chouteau, Haliday.
Columbia Motor Car Co., 304 N. 12th, Columbia.
Commercial Auto Co., 103 N. 12th St., Frager Miller Truck.
James Cunningham Son & Co., 2018 Locust, Cunningham 30.
Swingley Motor Car Co., 4719 Delmar, Courier.
St. Louis Car Co., 5207 N. 2nd, Standard 6.
Buick Motor Car Co., 12th and Locust, Buick.
Weber Implement Co., 415 N. Main, Mitchel.
University Auto Co., 5800 Delmar, Henry 35.
Parkhurst-Dodge Auto Co., 2923 Olive, Simplex.
Whitman Motor Truck Co., 6900 S. B'way, Grabowsky Truck.
The Moline Sales Agency, 724 Wainwright Bldg.
G. W. Hall, 2802 Olive St., Jackson.
Phillips Automobile Co., 5023 Delmar, Hudson.
Washington Auto Co., 528 DeBaliviere.
Pope Hartford Motor Car Co., 5883 Delmar.
National Automobile Co., 4252 Olive.
St. Louis Automobile Truck Co., 9th and Walnut.
American Motors Co., Delmar and Euclid.
Van Automobile, Walton and Washington.
Von Arx & Bro., 3916 Olive.
Johnson Automobile Co., Olive Street, Ford.

THE ST. LOUIS TRADES RELIABILITY RUN, JULY, 1910

THE First Annual Reliability Tour of the St. Louis Automobile Manufacturers and Dealers Association was sanctioned by the American Automobile Association, W. P. M. Stevens, secretary of the Kansas City Club, officially represented the A. A. A. on the tour.

The tour, which was carefully mapped by a Buick Pathfinder, was of three day duration, starting from St. Louis June 28th, and ending in this city Thursday, June 30th. The contest was open for the entry of any car by any dealer or manufacturer in St. Louis, provided such car was registered with the A. A. A.

The contest committee appointed by the Board of Directors of the Association, consisted of Frank R. Tate, of the Maxwell Briscoe Company, chairman; John H. Philips, of the Philips Automobile Company; and Chas. E. Michel, of the Union Electric Company. J. D. Perry Lewis of the Halsey Automobile Company was selected for referee and Robert E. Lee for starter.

The route of the tour, divided into three sections, was as follows: St. Louis to Hannibal, first control, night stop. Hannibal to Mexico, second control, night stop, second day; Mexico to St. Louis, finish, third day.

The committees selected for the run was as follows:

Referee J. D. Perry Lewis, Halsey Automobile Company. Technical Committee, Geo. P. Dorris, Dorris Motor Car Co.; A. R. Walton, St. Louis Car Company; Stewart McDonald, Moon Motor Car Co.

Checkers at Controls: Chas. E. Michel, Union Electric Co., H. W. Blodgett, Association Attorney; Samuel Breadon, Western Automobile Company.

Approximately the run was as follows: St. Louis, St. Charles, Wentzville, Harvester, Cottelsville, Darden, Flint, Moscow Mills, Troy, Rolla, Clarksville, Louisiana, New London, and Hannibal, 125 miles, where the night stop was made.

Second day: Hannibal, Palmyra, Monroe, Honnewell, Shelbina, Clarence, Macon, Excelo, Jacksonville, Moberly, and then to Mexico, 104.5 miles, where the second night was spent.

Third day: Mexico, Wellsville, Montgomery, Jonesburg, Cottelsville, Harvester, St. Charles, and St. Louis, 69 miles.

Chairman Tate, of the Contest Committee, sent out the entry blanks to the trade June 8th, with the full expectation that practically every car represented in St. Louis would be entered for the run. Aside from the test that such a run would

give to a car, and aside from the honor of winning the trophy which would come to the car that met such good fortune, the tour passed through a section of Missouri that properly belongs to St. Louis from a trade standpoint, and the passage of fifty or sixty automobiles, loaded with boosters, through this territory did much to put St. Louis on the map as an automobile center.

The entry fee for cars of each class was \$25.00. Of the amount \$20.00 was returned to all cars that make the first control.

The trophies were a magnificent cup donated by the *St. Louis Star*, for touring cars, and a handsome cup donated by the Manufacturers and Dealers Association for the runabout or roadster class.

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The route of the First Annual Reliability Tour of the St. Louis Automobile Manufacturers and Dealers Association was mapped by a Buick Model 17, which the trade affectionately named "Old Red Wing." This car provided by Manager S. B. Robertson of the Buick St. Louis Branch, not only made the pathfinding trip as originally planned, but went out a second time, laying out a different route. "Red Wing" made both trips without a single accident, or mishap, in spite of the fact that the roads were in a terrible condition as to mud, rain having fallen on both trips.

The first trip of the Buick "Red Wing" was made to Hannibal, to Moberly, to Roodhouse, Ill., and back to St. Louis. This trip, in bad weather, took six days—it was felt certain that it would not be made in less than four and one-half in good weather. Hence, the car started out again June 2nd, to cover the route as adopted officially. It took the car three and a half days to cover the route over roads that were in places hub-deep in mud. With dry weather the trip could easily be made in three days.

The crew of the Pathfinder car was R. B. Campbell, official route checker for the association; F. L. Robertson of the Buick Company; J. E. Foland of the *St. Louis Star*, and Frank Delaney, the Buick expert driver.

JOHN CAFFARATA'S TRYING AUTO-MOBILE EXPERIENCE

From the **Auto Review**, November, 1910, by Robt. E. Lee,
Editor

JOHN CAFFARATA is a character well known to motorists of St. Louis. He, and his brother conduct a cafe. John is a wit, so witty that there are some who say that originally his family name was McCafferty.

John owns a little four-passenger runabout, and his joy is to drive it out in the country, 75 miles, to the home of a friend. Here is the story of a recent trip as told by Mr. Caffarata himself, with no attempt at Americanization. (His car was a Maxwell runabout).

"You know I gotta friend in de countaree, he letta me hunt on hisa farm, so I taka de jug full o' the fina stuff out to him ona Sunda. Goin out I make that old benzine buggy splitta the wind an I don't seea no rock in the road. We getta there finally, and hitta the bigga chicken dinner an open the jug, and then we starta back.

"By Gar, we getta about hundred yards froma the railroad estachion when I seea one dama bigga rock ina the road. I knowa that rock not there when I go out, but whata I going to do? I holler toa my broth, an I say, 'Youa reckon I goina hit that?' He starta holler back but he

donta have time to say yes, when we hitta the rock and masha the flywheel and the benzina wagon he stop. We geta out an looka what is wrong. 'Ain't that the hella' I say to my broth. 'Tha's what' my broth say.

"Wella, we push the dama thing up to the station and tella the agent we gotta senda thisa machine backa to St. Louis. He say he donta know ifa the train take it. I say 'Lemme tella you. You telephona the nexta estachion for them to tell the train we goin' have one dama bigga bundle an' the baggage smasher he fixa the car.'

"Well, he telephona the nexta estachion and he say, 'How you goin' a getta that bigga automobile ona the train?' I say, 'You watcha me.' Well, me an' my broth we pick up the cross ties an' the side an' we starta to builda the platform. We pile an' pile an' pile, and by Gar, in a little while we gotta the bigga platform upa even to the car door. Then we putta the skid ona the side an' we pusha the automobile an' we sweata an' we cussa an' pusha some more an' sweata some more an' cussa some more, an' final, we getta it up.

"Justa then, 'Toot! Toot! Ding-a-ling!' Here coma the train an' the engineer he stoppa right by the fina platform we build, an' we pusha the runabout into the baggage car froma the cross ties an' 'Ding-a-ling!' the train start an' me an' my broth we get in the baggage car an' sit in

the runabout an' we rida right into St. Louis an' get out an' the conductor he never come around for the fare for me an' my broth. What you think o'that, hah?

"Well, the nexta morn' the American Express Company he telephona me he say, 'I gotta your automobile. Charges is \$9.00. Whena you coma to get it?' I say, 'Whas the matter with you? Don'ta you deliver packages out here?' 'Yes' he say, 'We deliver' Then I say, 'You sanda that automobile out'.

"An' he did. Nexta morn' out coma the bigga wagon and four men an' the automobile on it an' they unloaded him an' collecta the \$9.00 an' drive away.

"I don't say one word. I getta the machine fix for \$8.00 I pay the \$9.00 for the express an' beata the Frisco out \$6.00 fare for me an' my broth by ridin in the baggage car an' I think I get off pretty easy. Whata you think, hah?"

JOHN CAFFARATA'S FAMOUS RIDE

From the **Auto Review**, December, 1910, by Robt. E. Lee,
Editor

Trials and Tribulations of a St. Louis Motorist.
Mr. Caffarata Drowns His Motor.

IN THE last number of *The Auto Review*, Mr. John Caffarata, who is the St. Louis bon vivant, the owner of a cafe, and at one and the same time of a Maxwell runabout, told of one of his experiences with his car out in the country, contiguous to St. Louis. These experiences were both novel and amusing. This month he relates another and much more trying experience with his motor car.

To attempt to Anglicise what he says would spoil the story, so it is given with that delightful touch of the tongue of sunny Sicily, which scrabbles all of his conversation. Mr. Caffarata said:

"Ona Sunday I taka the notion to go to Japan, Missouri, I aska alla my friends if they laka to taka the trip an' every son of a gun he welch ona me, so I hafa to tak' the biga Dago Angelo. He my porter. Angelo he's the biga strong guy with the plenty nerve, but when I starta the runabout upa the road just lika when the copper chasa me, he holler: 'Holda on Boss! You breaka the dama machine. Carramba! Madre de Dios! You wanta killa the Angelo?'"

"Well, that bigga guy he sticka to thata machine lika a little kid. The more he hold on the seat on the back an' the front, the more I hitta the dirt.

"Purty soon we coma to the St. Mary Church on top the hill, an' I asked a man, 'Is a bridge across the Bourbois River?' He say the bridge isa tan miles away, but we can forda the riv righta there. 'Why,' he say, 'You keepa the middle of the road an' you getta cross lika a whistle. The water he is clear lika goods bottle of extra pale. Righta down there,' he say.

"Well, I slappa on the juice at the top of the hill, and we start down to the Bourbois River lika damnation, Angelo, he holler, 'Ooo Boss! Sacre panta! Angelo he canta swim. Ooo Boss, waita min!' But we don't wait a min an' the nexta thing Angelo know a splash of Bourbois water hitta him in the face an' we pull out on the other side of the river, fine, an' we arrive into Japan, Mo., lika the two Carnegie heroes.

"Well, we staya there two days an' shoota the Bob Whites, an' hava the gooda time except when I go to open the case of gooda stuff I find every bottle bust, Angelo say:

" 'You see Boss? I tella you you go too fast. Now we no gotta booze.'

"Well, when we start for home we hitta that Bourbois River again, an' Angelo he say: 'Look

out Boss, you know I no swim.' Just then I hita the water an' I loosa the damm road, an out ina the river I go an' the machine run in the water up to the seats. Angelo he climb up on the seats an' I hita the water an' swim out. Then I getta the bigga log for Angelo an' he get out on an' I push him out.

"I look at thata Maxwell, an I say: 'You son of a gun, you fix me thisa time.'

"I gotta the pieca wire from a fence an' wade out to the machine an' tie it to the axel an' then hunta farmer to pulla me out. I aska him, 'How much?' he say 'Wait a minute till I pull you out then I tella you.' He hitcha the mule to the wire an' one two three! Out she come. He say he guess that about ten dollar, an' I give him the ten cause he looka putty big an' hava the biga dog.

"Then I crank an' crank an' crank that ole machine, but no choo choo. She gotta the water in the gasoline, an' the carburett he getta wet, so I getta the farmer to pull it over to the station an' the agent he shove it in a freight car an' Angelo an' me we hava to pay the money to getta back on the train. That station man he say: 'Thata automobile he too bigga to go in the baggage car door.' I say to him: 'No your baggage car door too little to let him in.'

"When I getta that machine back to town I figure witha that Angelo, an' we find out we pay

freight \$18.50, we pay farmer \$10.00 an' it costa me \$68.00 to fixa the machine.

"That looka to me putty high for one trip to Japan, Mo. I guess I could go to other Japan for that much. Whata you think?"

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St. Louis had the first automobile pumping engine in the United States.

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The first automobile show in St. Louis was held in the Jai Alai building in 1907, and was managed by David M. Straus.

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Borbein Auto Company exhibited a chassis and other automobile parts at the first automobile show in the Chicago Coliseum, in 1901.

THE FOURTH OWNERS' RELIABILITY TOUR

CLUB OFFICIALS

Roy F. Britton, President
James Hagerman, Jr., Vice-President
Edward M. Flesh, Secretary

BOARD OF GOVERNORS

Sam D. Capen	Sam Plant
Alden H. Little	Joseph R. Barrall
George J. Tansey	Roy F. Britton
James Hagerman, Jr.	Edward M. Flesh
J. Howard Holmes	

THE Fourth Owners' Reliability Tour of the Automobile Club of St. Louis, June 24, 1911, was the most successful ever held by the club. Twenty-four cars started in the run, of these, sixteen were touring cars, and eight were roadsters. C. M. Barnard who drove a Mitchell, won the Touring Car Trophy, which was donated by Edward Semple. The award of the Roadster Trophy donated by S. S. Pingree, was not made. F. H. Pingree and Clifford H. Garrison, both of whom drove Cadillac cars, were tied for first place both having a score of 995 points.

The run started in good shape at 7 a. m., from in front of the club's headquarters, the Planters Hotel, and weather gave promise of being fine, but before the contestants had gone halfway over the course, which was 138½ miles through

St. Louis, Franklin, and Jefferson Counties, the rain fell in sheets. There were three distinct cloudbursts, which served to put the roads into very bad condition, and to subject the contestants to very uncomfortable situations.

The conduct of the run by its officials was in every respect admirable. There was not a single charge of unfairness, or bad management, and the impression left by the run was that the cause of a safe and sane motoring had been greatly advanced by the contest.

The official scoring, as approved by W. P. M. Stevens, representative of the American Automobile Association, which gives the record of each car which started, as follows:

TOURING CARS, CLASS "A"

C. M. Barnard, Mitchell.....	996
S. C. McCormack, Cadillac.....	990
Millard P. Kiser, Packard.....	986
V. W. Bergenthal, Cadillac.....	984
James Bell Bergs, Stoddard-Dayton.....	972
O. M. Kupferle, Marmon.....	957
Raymond H. Kilgen, Marmon.....	924
J. W. Rainey, Pullman.....	924
Ed Schopp, Marmon.....	860
C. A. Morton, Firestone-Columbus.....	859
H. D. Condie, E. M. F.....	819
O. W. Hickel, Oldsmobile, disqualified, failure to take technical test.	
Christine Graham, Packard, disqualified, failure to reach checking station.	
Geo. K. Fisher, Mitchell, disqualified, failure to reach fifth checking station.	

Earl Giraldin, Interstate, disqualified, failure to reach second checking station.

Fred Reismeyer, Amples, disqualified, failure to reach second checking station.

ROADSTERS, CLASS "B"

P. H. Pingree, Cadillac..... 995

C. R. Garrison, Cadillac..... 995

Mrs. M. A. Reber, Hudson..... 965

Dr. S. A. VanHofen, Mitchell..... 959

Geo. F. Tittmann, Stoddard-Dayton..... 941

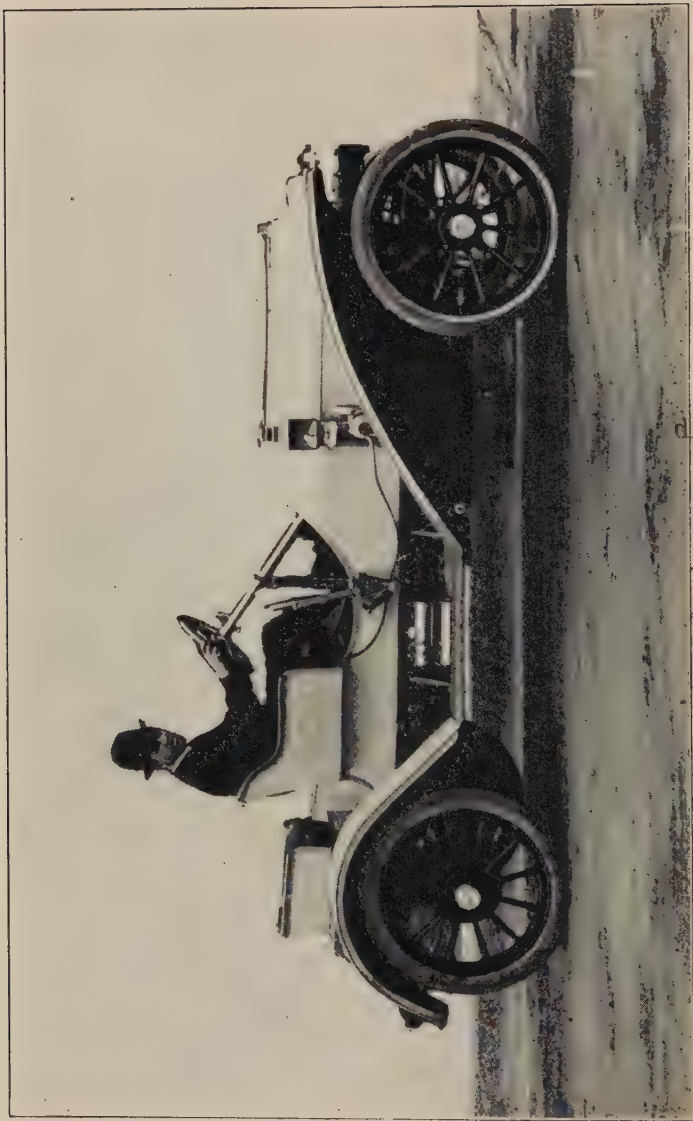
Ed R. Limberg, Locomobile, disqualified for running at reckless speed at Kingshighway, as per Rule 16, Section 6.

Ralph L. Smith, Locomobile, disqualified, failure to reach sixth checking station.

Tom Moss, Maxwell, disqualified, failure to reach fifth checking station.



Front-Drive Horseless Vehicle Built in 1906. Chas. Hall at Wheel, Nick A. Kuntz at his side, Nelson Gutelius in rear.



W. A. Smythe in Wayne Roadster, 1907.

DORRIS CAR WINNER OF CROSS- MISSOURI RUN, 1911

AFTER a Cross State run from St. Louis to Kansas City, Mo., which in every respect was successful, the Dorris Motor Car Company, St. Louis, carried off honors for high score in the run, and secured the trophy in touring car class for best score. That score was perfect, both for road performance, and for technical examination.

The run was given by the St. Louis Automobile Manufacturers and Dealers Association, and sanctioned by the American Automobile Association. W. P. M. Stevens, secretary of the Kansas City Automobile Club, was the A. A. A. representative on the run, and the official referee as well.

It was expected and planned that the dealers of Kansas City would join the run, to the extent of sending a number of cars back to St. Louis for an intercity competition. They failed to do so, although they took it up enthusiastically at first.

The run was of four days' duration, August 14, 15, 16 and 17, 1911. The noon control first day was at St. Louis, and where, as guest of Col. F. W. Buffum, the entire party dined at a hotel. Monday night was spent in Moberly, Tuesday at noon the motorists were entertained

royally at Waverly, where the Commercial Club provided a dinner of chicken, corn, watermelon, home made ham, salads, etc. Tuesday night stop was made at Kansas City. Wednesday noon lunch control was at Marshall and Wednesday night Columbia was the stopping point. Thursday noon lunch was taken at Warrenton and the first car reached the official garage, the University Garage Company 5800 Delmar Boulevard, shortly after three o'clock in the afternoon. The Dorris car came through without a single adjustment of any kind, with a mileage exceeding 750, made in the four days of the run, and had but two tire punctures. The car was driven by J. E. Baker, who was head demonstrator and tester for the Dorris Motor Car Company.

The Ford car which was awarded the trophy in runabout class did not fare so well. The technical committee gave Ford No. 6 driven by Bagley a perfect bill of health, and it had a perfect road score, so that the referee made the award to this car.

The driver of Flanders No. 6, B. W. Scott, however, filed protest, alleging that the Ford carried a cutout, and had a wrapped steering wheel, both of which were not stock equipment. The result was that Secretary Lee, of the Association, received a telegram from Chairman Butler, of the Contest Board of the A. A. A., stating that

the protest was sustained, and that the award would be made to the Flanders No. 6, which had two points against it. The closeness of the score put the victor and loser almost on the same par.

The route followed going to Kansas City was by what is known as the Northern Highway. That on return trip was practically the Central Highway, which was later adopted by State Highway Commission. It covered on the return every one of the towns on approved State Highway. These roads were found to be in the most excellent condition, but there were many bad sections which were trying on the cars.

In fact, with the exception of 1910 Glidden tour, no reliability tour has ever been attempted which had as many extreme road conditions to meet. The scores charged against some of the cars were very unfortunate, because they were due to matters not under control of the drivers, nor yet to imperfections of the cars. Thus the Interstate was penalized 50 points for being late at the control, having lost the confetti and the route. The Parry car was penalized for a motor stop which was due to water getting into the carburetor at a deep ford. The Cadillac was disqualified because the driver misunderstood his rights in doing work on his car inside noon control in Warrensburg. The Ohio car met with a series of small disasters which in no way reflected on the car, but which

compelled its withdrawal the morning of the third day. This was after two days of perfect road score. The Hudson lost some points because it was late into the control. Another case of lost road. The Marmon drove 50 miles out of its way and sprung a water leak in the strain to make up time—costing a three-point penalty.

The confetti and pilot car was furnished by W. M. Johnston, of the Behen-Faught Company, and it made a fine run up to the last day, when repeated tire trouble put it behind the Amplex, and the confetti man, Dr. Camden Woofter, was taken into the Amplex, the pace maker. Woofter furnished the confetti which was advertising matter.

The Amplex made the entire trip in remarkable time, without a mishap of any kind, not even a tire puncture.

One of the best and most consistent scores was made by C. S. Gilpin, a well known St. Louis cigar man. Mr. Gilpin furnished his car for use of starter, and it made the entire trip with nothing more serious than disarrangement of the timer.

The examinations made by the technical committee were the most thorough and covered every point in the mechanism of the cars. A loose fender bolt even counting against the car's record. Under these circumstances the records of

the Dorris and Flanders, going through with perfect technical as well as road scores, were remarkable. The hard roads and the lengthy tour being considered.

When it was announced that the contest board of the American Automobile Association had disqualified the Ford, and had awarded the roadster trophy to the Flanders No. 12, W. C. Anderson, St. Louis manager for the Ford Company, said the matter would be taken up with John H. Phillips, chairman; A. C. Webb, W. C. Anderson, Herman Schnure, and E. P. Rhodes, and Robert E. Lee, secretary and starter.

The officials of the run had their hands full; in particular was this the case with F. H. Pingree, chief observer, who was compelled to check in every car at each control; assign the observers to the cars for the next run, and to get away first the next morning.

The St. Louis Motor Accesories Association donated a handsome cup to be awarded to the car, regardless of class, which had the highest total score. The Dorris got it.

The Automobile Club of Kansas City also entertained the St. Louis crowd with vaudeville entertainment.

Car and Entrant	Driver	P. S.	T. S.	Total
Dorris, Dorris Motor Car Co.....	J. E. Baker.....	Perfect	Perfect	Perfect
Marmon, Mo. Motor Car Co.....	Herm. Schnure.....	3	Perfect	3
Mitchell, Weber Imp. & Auto Co.....	C. M. Barnard.....	9	Perfect	9
Parry, Delmar Motor Car Co.....	Geo. Neff.....	7	5	12
Ford No. 5, Ford Motor Car Co.....	Frank Dunnill.....	35	Perfect	35
Interstate, Lindsay Motor Car Co.....	C. C. Donovan.....	56	8	64
Hudson, Phillips Auto Co.....	J. H. Phillips.....	12	53	65
Buick, Buick Motor Co.....	E. P. Rhodes.....	53	36	89
Ohio, Southern Auto & Motor Co.....	Geo. Boly.....	Withdrawn	third day	
Cadillac, Bagnell Auto Co.....	Dan Histon.....	Disqualified	for work in control	
Touring Car Class				
Flanders No. 12, Studebaker Co.....	B. W. Scott.....	Perfect	2	2
Ford No. 6, Ford Motor Co.....	H. L. Bagley.....	Perfect	Disqualified	
Flanders No. 11, Studebaker Co.....	C. M. Herron.....	96	2	98

Ford disqualified on protest of Flanders.

ST. LOUIS TRADE RUN JULY 4TH, 1911

THE first annual county tour of the newly organized Missouri Automobile Association on a 34.7-mile circuit in St. Louis County, July 4, 1911, started with fourteen pleasure cars and seven trucks.

The truck run in the morning was watched with great interest as the first ever held in the western country. Three of the trucks made perfect road scores. Their distance was one time around the course.

In the pleasure car contest the distance was three times around the course, and this fell into a road race before it got well under way. Several of the speedometers did not blush to show 60 miles per hour on their faces. Five cars finished in this division with perfect scores.

In the truck events there were two classes, one under 3,000 pounds capacity, and the other over that figure. In the first division the Atterbury, driven by J. C. Somers; the Federal, driven by R. Stelzis, and the Utility, driven by T. H. Goddard, scored perfectly. The three-ton Atterbury won in the second division, with a 993 score. Other scores in Division One were: The Waverly electric, driven by W. Koch, 993; Lambert, driven by T. Pierie, 984; Atterbury delivery wagon, disqualified.

The Contest Committee was composed of M. A. Klein, chairman; C. H. Cook, Frank E. Stevens, Joseph Schlecht, Harry Van Cleave, H. Miller, and W. Ashley Gray.

The Technical Committee was O. H. Cook, H. P. Lynch, and W. P. Stevens, of Kansas City.

Harry Van Cleave was referee; Howard Harrington, starter, and W. S. Roberts, chief observer. Frank E. Stevens and C. Milton Schelp were the timers. The judges were Joseph Schlecht, Frank Bishop, and F. A. Smith. W. P. M. Stevens represented the Contest Board of the American Automobile Association.

Here are the pleasure car scores:

THE AWARDS

Class 1-A: Winner, Paige-Detroit, penalty 51 points. Prize, Foster whistle from Behen-Faught Co.

Class 2-A: Winner, Regal runabout, penalty 9 points. Prize, tire and tube, from Goodyear Company. Second, Regal touring car, penalty 24 points. Prize, 20 pounds hard grease from Auto Marine Company.

Class 3-A: Touring winner, Case car, perfect score. Prize, James E. Foland, Official Pathfinder Cup. Second, Firestone Columbus, penalty, 9 points. Prize, Klaxonet horn, from Phoenix Auto Supply Company.

Class 4-A: Runabout, winner, Cadillac, perfect score. Prize, President's Cup, Howard W. Harrington, donor.

Class 5-A: Touring winners, Mercer and Kline cars, both perfect scores, both receive duplicate cups, St. Louis Top Company trophy. Second, Ohio, penalty, 9 points. Prize, windshield from Vehicle Top & Supply Company. Third, Mercer, penalty, 11 points. Prize, one-half barrel oil, from Great Western Oil Company. No award to Selden, with perfect score, because not registered with A. A. A.

DISBROW BREAKS TWO WORLD'S RECORDS IN 1914 ON ST. LOUIS' CIRCULAR DIRT TRACK

Bob Burman, Hearne, Cleary, Raimey and Other Fast Men
Gave Two Days of Good Motor Racing

THE often-made claim that St. Louis had the fastest circular dirt track in the United States, was proven in 1914. Louis Disbrow, on August 8th, broke both the one-mile and two-mile world's record on the track at Maxwelton, in St. Louis, driving the Simplex Zip, with which he had won other victories. In a later race the same day, his oil pump quit working, and his bearings were burned out, and the little racer put out of commission.

The races in St. Louis were the first held here in a number of years, although an attempt at racing, much handicapped by weather, was made in the Fall of 1913 by Alex Sloan, with the same team that raced here August 8 and 9, 1914.

The reason for this was that St. Louis had not had a track suitable for fast driving since the automobile became a factor in speed contests until the Maxwelton track was built, during 1912. The track was a perfect circle and the sides had been somewhat banked. This was done for the benefit of the motorcycle racers, who contested

in the national events in St. Louis during July, 1914.

Large crowds attended both days of the automobile racing, and immense appreciation was shown of clever or fast driving, and the crowd went to its feet a number of times when cars would skid toward the fence, or almost collide. Fortunately, not an accident occurred to spoil the success of the meet.

When in St. Louis in the fall of 1913, Disbrow said that some day, with favorable conditions, he would break a world's record on the Maxwellton track. On August 8th, he drove a single mile with flying start in 46 1-5 seconds. This beat Oldfield's record made on the Bakersfield, Cal., track. Disbrow then started out for a try at the two-mile record, and made it in one minute, 32 3-5 seconds. This beat Oldfield's record on the Cleveland track in 1912, in his Christy front-drive machine.

The 100-mile race was split into two legs, the first being run Saturday, the second Sunday. This furnished thrills for the crowds Saturday. Raimey's car blew three tires in front of the grand stand, and he missed the fence narrowly each time. Cleary blew a right front tire and missed the fence by a hair's breadth. Burman, lost in the smoke of the car in front of him, slapped on his brakes, turned half-way around, righted and went on at breakneck speed. Disbrow

blew a tire and later the plunger on his oil pump went bad and he had to pull out.

The same race Sunday was marked by several annoying accidents, none of which were dangerous. Hearne's car lost its exhaust pipes, which were wired on, and he finished in second place. Raimey's Comet fell out with a broken transmission, following tire trouble. The "120 Special", driven by Disbrow, blew a tire and then twisted off a jack shaft. The time for this race was fair. Burman won it, making the first fifty miles Saturday in 47 minutes, 20 seconds; the second fifty, Sunday, in 49 minutes, 10 seconds. The difference in time was caused by the bad cutting up of the track.

The management of the races was in the hands of Alex Sloan, and W. P. M. Stevens, secretary of the Automobile Club of Kansas City, was the official observer for the American Automobile Association, the sanctioning body. St. Louis men served as judges, clerks, of the course, and timers. An automatic timer, invented by William Hoener, of St. Louis, was used and accepted by the sanctioning body.

SATURDAY'S RACES

Time Trial, Flying Start—One Mile: Raimey, in Case Comet; time, 48 2-5 seconds. Burman, in Pugeot; time, 51 2-5 seconds (carburetor trouble). Disbrow, in Simplex Zip; time, 46 2-5 sec-

onds, first time, and 46 1-5 seconds on second trial, making world's record for circular dirt track, beating Oldfield's record at Bakersville, Cal.

Time Trial, Flying Start—Two Miles: Burman, not timed (carburetor trouble). Disbrow, in Zip; time, one minute, 32 3-5 seconds, a world's circular dirt track record; previous record at Cleveland, Ohio, September 14, 1912, by Oldfield, in front-drive Christy.

Third Race—Five Miles: First, Eddie Hearne, in Case No. 8; time, five minutes, one second. Second, H. Ulbricht, in "120 Special". Third, Joe Cleary, in Tornado.

Exhibition Race: Louis Disbrow, in Jay-Eye-See, one mile; time, 49 3-5 seconds.

Fourth Race: Australian Pursuit Race: First, Raimey, in Comet; seven miles; time, six minutes, 51 seconds.

Fifth Race—Novelty Race With One Tire Change: First, Burman, in Pugeot; time, with change, three minutes 23 2-5 seconds. Disbrow, in "120 Special"; Disbrow's tire change made in 19 seconds.

Sixth Race—First Leg of 100-Mile Race—Distance, 50 Miles: Burman, in Pugeot, made 50 miles in 47 minutes, 20 seconds. Second, Ed-

die Hearne, in Case No. 8; time, 49 minutes, 25 seconds.

SUNDAY'S RACES

Time Trial—Flying Start—One Mile: Johnnie Raimey, in Comet; time, 48 3-5 seconds.

Time Race—Flying Start—One Mile: Bob Burman, in Pugeot; time, 48 3-5 seconds.

First Race—Class E—Five Miles—Non-Stock: Winner, Burman, in Pugeot; time, four minutes, 21 seconds. Second, Raimey, in Case Comet. Third, Eddie Hearne, in Case.

Second Race—Five Miles: Winner, Disbrow, in "120 Special"; time, five minutes, 14 1-5 seconds.

Third Race—Exhibition: Disbrow, in 300 horse-power Jay-Eye-See; one mile; time, 53 2-5 seconds.

Fourth Event—Novelty Race With Tire Change—Three Miles—Winner, Burman; time, three minutes, 35 seconds; tire change in 16 seconds. Hearne second. Disbrow third.

Fifth Race—Five-Mile Handicap—Burman's Pugeot Scratch Handicap, 20 Seconds: Winner, Hearne, in Case; time, four minutes, 19 2-5 seconds. Raimey, in Case Comet, second. Cleary, in Tornado, third. Burman, in Pugeot, fourth.

Sixth Race—Second Leg of 100-Mile Race—Distance, Fifty Miles: Winner, Burman, in Pu-

geot; time, 49 minutes, 20 seconds. Total time for 100 miles, 96 minutes, 30 seconds. Second, Hearne, in Case; time, 56 minutes, 1-5 second. Total time for 100 miles, 107 minutes, 3-5 seconds.

WRITER OUTLINES STARTLING GROWTH OF AUTO INDUSTRY

Has Grown From Four Cars a Year, Thirty Years Ago, to
4,000,000 Yearly Today, Chris Batchelder Points Out

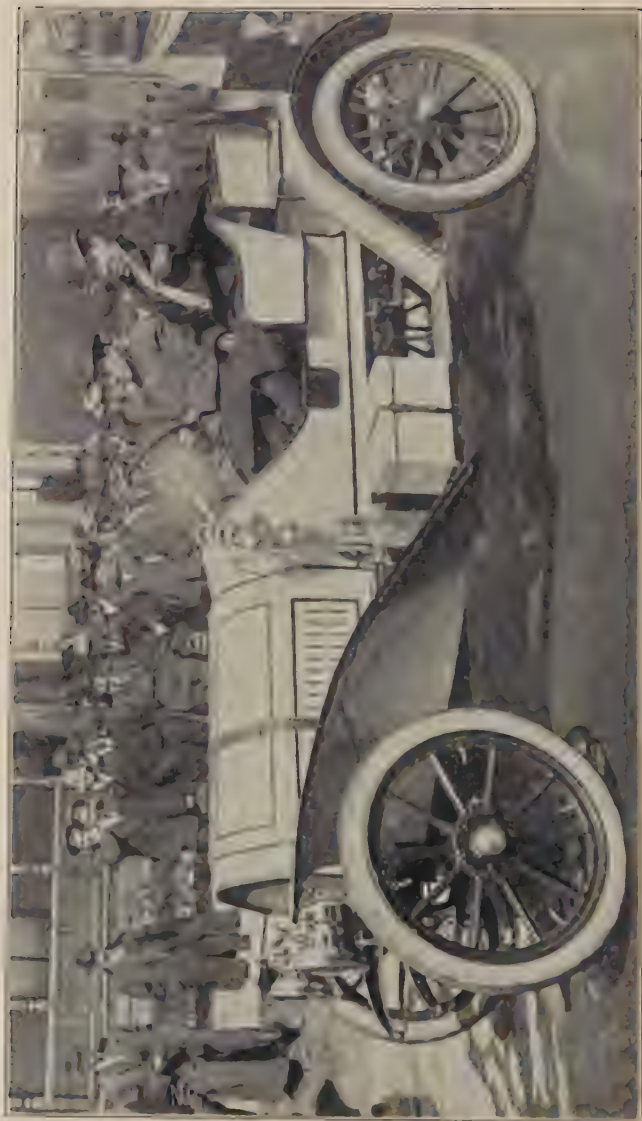
BUSINESS writers have worn out their adjectives in talking about the automobile industry, writes Chris Batchelder, discussing "The Day When the Auto Was a Joke", in the September, 1927, number of *Nation's Business*, the publication of the Chamber of Commerce of the United States. A business that in thirty years has gone from four cars to 4,000,000 cars a year, and that put the value of its product at the top of American manufacturing, ahead of meat packing, steel making, and petroleum refining, can stand a lot of adjectives.

The real story of the automobile is a story of men—men who saw, not a few rich men riding in \$10,000 cars, but a whole world on rubber tires. And not even these men always saw how far they were to go.

In 1911 leading car manufacturers of the United States met in New York and were discussing plans for the coming year. The previous two years had shown substantial increases in production and there was a little note of worry over inflation in the industry.



Dr. T. R. Ayers Car Built by St. Louis Motor Carriage Co., 1907. George
Potee at Wheel. Mrs. Potee and Mrs. Ayers With Two Children in Rear.
Dr. Ayers is Taking the Picture.



THE GREAT MOTORCARE - THE PULLMAN MOTOR CAR - THE PULLMAN MOTOR CAR - THE PULLMAN MOTOR CAR - THE PULLMAN MOTOR CAR

To learn the worst, it was agreed that the representative of each company should write his intended output for the year on a piece of paper, and that the total of all should be announced to those present. The computation was made, and led to the disquieting discovery that 300,000 cars were planned for the year!

Most of the manufacturers agreed that such an unprecedented production boded disaster. But there was one who differed. William C. Durant, then president of the Buick Motor Company, arose and said, "Gentlemen, you do not realize the wealth of this country. I look forward to the day when we will produce and sell 500,000 cars a year". That prediction startled even those whose faith in the industry was unbounded.

Only three years later, however, the industry exceeded by 70,000 the estimate set by Durant. Following the successful attainment of the 500,000 mark, that gentleman was asked again how far he thought the market would extend. Then, with the warning that he did not wish to be quoted for fear of being considered crazy, he confided that some day he expected 1,000,000 cars a year to be made in America. That industry produced 4,500,000 vehicles in 1926.

Of that mythical "saturation point", Edward S. Jordan, president of the Jordan Motor Car Company has said: "The saturation point will

be reached when every person in the world has an automobile and no car ever wears out". He was serious about it.

To advance, however, even as far as we have on the road to that mythical saturation point called for patience and a sense of humor, as well as the energy and vision that are needed to make any enterprise great.

THE BUILT-TO-RUN ANECDOTE

Car makers in those days were hard pressed to make good on the claims of their early advertising. The Buick Company blazoned in the publications of the nation this conclusive evidence of its car's reliability, "Built to Run and Does It", whereupon one owner cut out one of the ads and returned it to the factory with a question mark that caused it to read, "Built to Run and Does It?"

The Oldsmobile, claiming mechanical perfection, adopted as its slogan the words "Nothing to Watch But the Road", a boast championed by Roy D. Chapin, then of Oldsmobile, and later chairman of the board of the Hudson Company. But Chapin's assurance was rudely shattered by the receipt of a letter from an owner stating that he was getting tired of watching the same piece of road.

The Brush car, the creation of A. P. Brush, noted inventor, was an early attempt to give the

public a low-priced car. It possessed only one cylinder, and wood played a surprising part in its construction. The company advertised that its car had "wooden wheels, a wooden axle and a wooden frame". But one critic called attention to the important but unadvertised fact that "it wooden run".

From the very earliest days style has been an important factor in the automobile business. For some times manufacturers vied with each other to produce articles of elegance. Finally, Haynes carried in its advertising this statement "The Car With the Most Beautiful Lines". Imagine the consternation at the factory when one owner confided that the most beautiful line he had ever seen in a Haynes was the towing line.

Great engineers of the time, successful in other lines of mechanical endeavor, found themselves immediately under criticism upon their entrance into the fad of manufacturing automobiles. Ransom E. Olds, after leaving Oldsmobile to organize the Reo Motor Car Company, designed an automobile for Reo that was considered an engineering masterpiece. In presenting the new car to the public, Reo officials called attention to the fact that the Reo was bound to be a great car, for had it not been designed by R. E. Olds, who had just completed a great stationary engine for the city of Detroit? Critics were not long in

making the comment that Olds now also had to his credit the greatest stationary automobile ever built.

THE FIRST CAR TO RUN

In America, the first practical car that really ran was constructed by Charles E. Duryea, in 1892. The Duryea Buggyaut was built in the loft of a barn at Springfield, Mass. And as if to prophesy the future potential destructiveness of the automobile in traffic, this first car, when cranked for its initial trial, plunged through the wall of the barn, all but wrecking itself at the very start. To the inventor, however, the crash was a joy, for it showed that his new vehicle would "move itself."

Other early experimenters in the field of the automobile were Elwood Haynes, who produced the Haynes; Henry Ford, whose car has ever since borne his name; George Selden, who claimed the basic patents on the automobile; and Dave Buick for whom the Buick car was named. Others were Benjamin Briscoe and Jonathan D. Maxwell, of Maxwell-Brisco fame. H. H. Franklin, and Rolin H. White.

THIS YOUNG MAN'S BUSINESS

Most of those men were working to perfect automobiles thirty years ago, and of those named, all but Haynes are alive today. Those very men whose laboratory experiments paved the way for

the industry in America have lived to see it grow to be the greatest manufacturing industry in the country.

It has been a young man's business. With the development of the motor car, the business world saw men of 30 and 35 heading big business corporations.

Roy D. Chapin, as a boy only a few years out of the University of Michigan, while working with the Oldsmobile Company, succeeded in interesting E. R. Thomas, the capitalist, in the organization of the Thomas-Detroit Motor Company, to be headed by Chapin and Howard Coffin, a young engineer. Then, only a few years later, Chapin organized the Hudson Motor Car Company, of which he has ever since been a guiding spirit.

A. P. Brush, while still a youth, helped to design the car destined to become the Cadillac, and for some time later guided the engineering policies of the company.

Automobile inventors were, for the most part, poor men whose earlier efforts were marked by the struggle that sometimes seems to be a prerequisite of success.

Henry Ford, while in the employ of a Detroit electric light company, worked on his horseless carriage in his spare time, and after demonstrating the practicability of his vehicle, succeeded in

organizing the Detroit Automobile Company, accepting for his services \$100 a month.

George Selden, who filed the first patents on the automobile tried unsuccessfully for years to interest capitalists in a project to manufacture his vehicle. His enthusiasm and his glowing prediction of the automobile future led many to regard him as unbalanced.

Selden, whose patent was the stormy center of the industry for many years, never realized in a monetary sense the benefits he felt were due him, and he died a disillusioned man. His patent, applied for in 1879, and granted in 1895, claimed to cover the use of the internal-combustion engine in a self-propelled vehicle with a disconnecting clutch mechanism.

Henry Ford led the fight against the validity of the patent, and the litigation lasted eight years. The testimony filled thirty-six volumes. Although first upholding Selden, the final decision ruled that Ford's engine did not infringe.

Both Duryea and Elwood Haynes have claimed the credit of producing the first real automobile.

Haynes, King, and Ford, were working at the same time, the early 90's, along similar lines, but it was in 1894 that there was consummated the sale that opened the way to future business. In that year Alexander Winton sold the first auto-

mobile to a Pennsylvania engineer named Robert Allison.

Automobile companies today are largely concerns of big capitalization, but most of them, with the exception of a few recently organized companies grew from modest proportions. Many companies now selling millions of dollars worth of cars a year began with capital of \$50,000 or less.

HENRY FORD'S MODEST START

The Detroit Automobile Company, predecessor of the Ford Motor Company, and organized by Henry Ford, was incorporated for \$50,000 and Ford's later company began with the capitalization of \$100,000. Small figures those, in view of Ford's later operations in the motor field.

The Thomas-Detroit Motor Car Company began in 1909 with \$28,000 capital, and operations were begun in an old match factory in Detroit. This later became the Chalmers Company, and after combining with Maxwell, is the Chrysler Motor Corporation of today.

Many cars had their inception as side-line business of companies engaged in other lines of manufacture. Dort and Studebaker, both wagon companies, and Nordyke & Marmon, a milling machinery concern, entered the automobile business. History shows, however, that with few exceptions, automobiles as a sideline product

never survived unless they swallowed up the former major interest, as in the case of the three just mentioned.

Alco, made by the American Locomotive Company, the Moline; the Standard, made by the Standard Steel Car Company, and many others, fell by the wayside because they were relegated to second place among the products made by the companies.

The manufacturing of automobiles has been hard business, and many an able organization was unable to stand the strain of competition for the public's favor. The pages of the last twenty-five years reveal many names no longer on the industry's roster. In the passenger car division alone, more than 200 companies, or an average of eight a year have been unable to survive.

Winton, Haynes, Lozier—those were magic names only a decade ago, but they are now fading rapidly from memory. Many other names recall the memories of cars which no longer grace the roads. Chalmers, Dort, Premier, Westcott—all those cars were made by companies of high standing, managed by men of great ability, yet they were unable to survive the hard competition of the industry.

The automobile met tremendous resistance in its early days. It was assailed from every side. People considered it a menace to pedestrians and

horsemen. The cars were noisy, smelly, dirty, and generally objectionable. The general opinion was that the motor car was a fad and a toy that would soon pass out of rich men's favor into oblivion.

It was an old stage driver in New England who summed up a characteristic American trait when he said of his wife:

"Celista was a nice woman, nice as they make 'em, but she always wanted to be just a little ways from where she was."

THE MOTOR AND THE NOMAD

We're a nomadic people, always wanting to be just a little way from where we are, always asking what's over the next hill. And the automobile satisfied that longing.

It was as much an article of universal desire as a pair of legs, and the car makers knew it.

The bicycle paved the way for the automobile—and the word “pave” is used advisedly. Roads built to accommodate cyclists did much to encourage the early use of automobiles.

There was also a second way in which the bicycle prepared the public for the advent of the motor vehicle, for the cycle had served to show the possibilities of individual transportation. It was an advance over walking, and in turn the automobile was an advance over the bicycle. Starting later than most other big businesses, the automobile industry was able to profit by the mistakes of others.

Anticipating a new kind of competition between industries rather than between companies, car makers early laid plans for proper administration of the industry as a whole.

Col. Charles Clifton, chairman of the board of the Pierce-Arrow Motor Car Company, when assuming the presidency of the manufacturers organization known as the National Automobile

Chamber of Commerce, twenty-three years ago, a post which he held without interruption until he was succeeded a few months ago by Roy D. Chapin, outlined the policy which the industry should follow, displaying a sage wisdom which has ever since been a guiding factor in the business.

"Our real business", said Colonel Clifton, on that memorable occasion, "is our industry against all others. We cannot be divided in our work. Let us educate the public to the proper place of the motor vehicle as a utility, unite our engineering brains for the general good of the public as well as ourselves, foster highways, and create first of all a healthy industry, with broadening markets. Then, let each manufacturer secure that share of the market to which his enterprise and the merit of his product entitle him."

That creed still forms the basis of the business.

ORGANIZATION OF THE ST. LOUIS SOCIETY AUTOMOBILE PIONEERS

THE ST. LOUIS SOCIETY AUTOMOBILE PIONEERS was formed at the Cabanne Branch Library of St. Louis on March 25, 1927. Ten men, each having over twenty years' experience in manufacturing, repairing, or handling of automobiles signed the charter list. The meeting was presided over by H. F. Borbein of the Borbein Auto Company, and J. D. Perry Lewis of the Chandler Auto Agency acted as secretary. Permanent officers were then elected as follows:

PresidentH. F. Borbein
Vice-President..J. D. Perry Lewis
SecretaryA. L. Dyke
TreasurerGeorge P. Dorris

Samuel Breadon, with the above officers, was elected on the Board of Directors. A committee on constitution and by-laws consisting of H. F. Borbein and Charles A. Marien were elected and they were to submit a report at the next meeting. It was resolved that the name should be the St. Louis Society Automobile Pioneers, and that qualifications for membership should be: that any gentleman in good standing, who had been connected with the automobile industry, owned or operated an automobile more than twenty

years prior to date of application for membership, is eligible. Those who attended the meeting were: Messrs. Geo. P. Dorris, H. F. Borbein, Wm. Lohse, Louis Langan, J. D. Perry Lewis, Geo. Brauks, A. L. Dyke, J. H. Kraft, Chas. E. Brooks, John H. Bledsoe, Chas. A. Marien and A. T. Simpkins.

At the next meeting held at the Cabanne Branch library, April 28, 1927, after the minutes of the previous meeting were read, Mr. A. L. Dyke asked to be excused from the secretaryship, being very busy with his own work. Later Mr. Chas. A. Marien was elected in his place. Mr. H. F. Borbein reported on the work of the committee on constitution and by-laws, and Mr. Marien read the new constitution. Some of the sections of various articles were changed, others corrected, and then the constitution and by-laws were adopted.

A motion was made and carried that Mr. Marien invite all members and others to attend the next meeting and bring data and photos of their first motor cars.

Thereafter meetings were held regularly every month.

At the time this book is being published, the Society has 102 members in good standing and the following are the officers and committeemen:

H. F. Borbein, president; J. D. Perry Lewis, vice-president; Chas. A. Marien, secretary; H. L. Schnure, treasurer.

Board of Directors: J. D. Perry Lewis, H. L. Schnure, H. F. Borbein, Chas. A. Marien, Robert E. Lee.

Sergeant-at-arms, C. A. Williams.

Historical Manuscripts Committee: A. B. Cull, Harry C. Rohde, C. A. Williams, W. A. Smythe, Frank Bishop, H. G. Turley.

Finance Committee: Frank Bishop, W. A. Smythe.

The society was incorporated by a pro forma decree of Circuit Court of the City of St. Louis on August 1, 1930.

A list of members of the society is printed elsewhere in this book.

AUTO IN EARLY DAYS

By David J. Wilkie, in the *Globe Democrat*, March 30, 1930

STANDING out in the history of the automotive industry with as much prominence as the years of the pioneering period are the years 1914 and 1920-21.

It was in 1914 that Henry Ford astounded the industrial world by announcing a minimum wage scale of \$5.00 a day and a \$10,000,000 profit sharing plan.

“Economically unsound” and “industrially ruinous” were a few of the expressions of economists and business leaders.

“It is merely an act of social justice,” Ford replied, and a few years later the minimum wage was increased to \$6.00 a day.

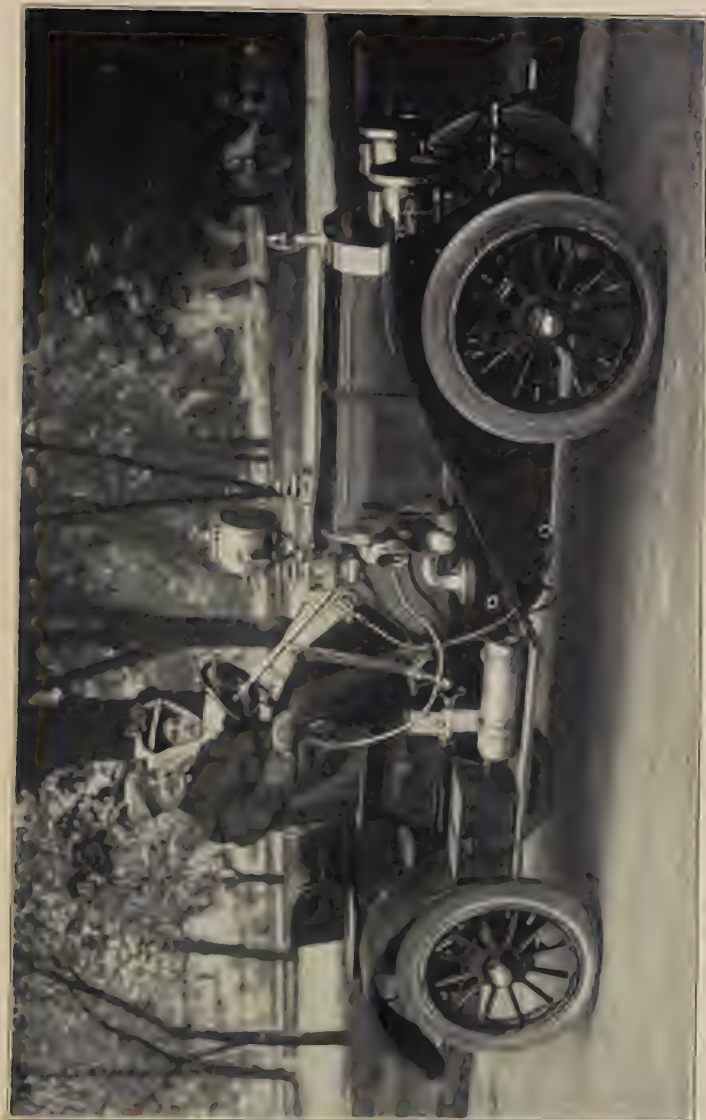
The year 1920 saw one of the greatest depressions the automotive industry had to weather, comparable, in some respects, to that of 1907. It saw, also, a frenzied effort by William C. Durant to retain control of General Motors, and to stem a tobogganing market that ultimately wiped him out and left him with a personal indebtedness of something like \$27,000,000 to more than two score of brokerage houses whom he called upon to handle his orders to buy.

The stock of the corporation had reached a high point of \$376 a share toward the end of March, 1920. From that time on came a continuous decline. A stock splitup in May resulted in an issue of new par value common stock which sold at \$24 a share. Before the end of the year the stock was selling at \$13.25 a share.

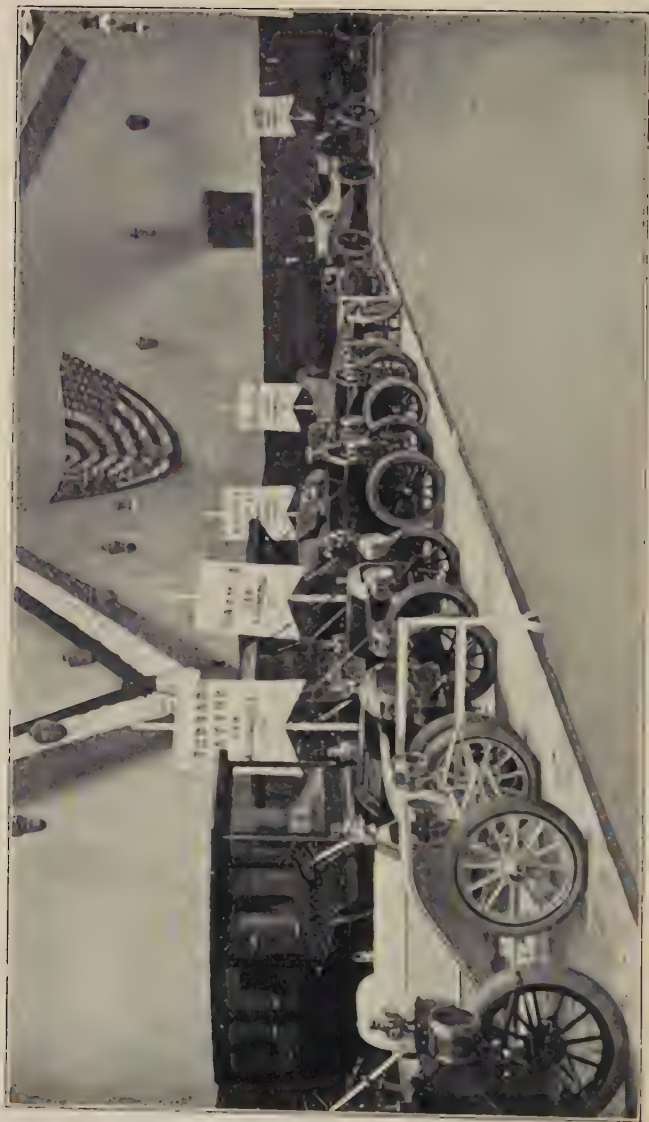
It is one of the outstanding marvels of the industry that, despite the slump in sales and the feverish behind-the-scenes financial activities in the stock market, General Motors itself was so well managed, in the opinion of banking interests, that it had little difficulty borrowing more than \$80,000,000 in late 1920 on short-term notes to tide it over the period of depression.

It was in 1921 that the Ford Motor Company, seeking to stimulate sales, reduced prices in the face of a slackening demand. Its plants choked with finished products, the company faced a collapse of demand for its cars. The year was sometimes called that in which the Ford company "went broke". The term, however, was more or less figurative, although the need of cash—and large amounts of it—was admitted.

By the somewhat simple expedient of cancelling all orders for raw materials, cutting down on overhead within its plants, speeding up production and notifying dealers throughout the country that shipments would be made on specified dates



Haynes Roadster, 1907. Mr. and Mrs. Harry Grover.



First Automobile Show Held in Jai Alai Building, 1907.

on a C. O. D. basis, the Ford Motor Company came through its one financial crisis.

But for the fact that shrewd minds were at the controls in 1920 and 1921, it is quite probable that the automobile industry today would present a much different picture.

AUTO OWNER HELD RESPONSIBLE FOR CHAUFFEUR'S SPEED

Court Penalizes Back-seat Rider for Making No Protest

AN automobile owner, sitting in the back seat of his car, operated by a chauffeur, may nevertheless be convicted of reckless driving, according to a decision just rendered by the Alabama Court of Appeals and reported by the legal department of the American Motorists' Association, Washington, D. C. on March 23, 1930.

The automobile, at the time of the accident, was being driven by the chauffeur at an excessive rate of speed, over a public highway, according to the evidence. The owner made no protest against the excessive speed, nor sought in any way to admonish his driver. Both were charged with reckless driving and convicted.

The Court of Appeals, in affirming the conviction of the owner, held him guilty of reckless driving despite the fact that he was not at the wheel. The court pointed out that the owner, during his trial, did not prove that he did anything to prevent the driver of his car from driving at an excessive speed.

Another novel and unique decision, involving the liability of motorists, also rendered by the Massachusetts Supreme Court, holding that a

motorist who drives in the wrong direction in one-way street is a trespasser.

While going in the wrong direction the trespasser collided with another automobile. During the trial he proved that the defendant was guilty of negligence in the operation of his machine. The Supreme Court held, however, that the plaintiff being a trespasser, could not recover damages, notwithstanding the proven fact that the defendant was negligent in the operation of his car.

"A motorist driving in the wrong direction of a one-way street is a trespasser and as such is not entitled to the protection of the law which provides that any driver of a vehicle approaching an intersecting way shall grant the right of way to vehicles approaching from his right," the court stated in its opinion.

"Each of the decisions," declares J. Borton Weeks, president of the American Motorists' Association, "is novel and of importance to every motorist in the daily operation of his automobile."

MAJOR ROY BRITTON'S SPEECH

Delivered at a Meeting of the Society of Automobile Pioneers,
October 11, 1928

PRIOR to 1903 there was no legislation in the State of Missouri on the registration or regulation of automobiles. In that year the Legislature passed the first law on the subject. Among other things the act of 1903 provided that the drivers of automobiles should keep a vigilant watch for vehicles drawn by animals, especially those driven by women and children, and when approaching such vehicle the automobile should stop for such time as to enable the animal-driven vehicle to pass; and if both vehicles were going in the same direction, the automobile should blow a horn or signal on approaching the animal-drawn vehicle, in order to give the driver an opportunity to alight and hold the animal.

The Act provided also that automobiles should give the right of way to animal-drawn vehicles when required by the driver thereof. The speed limit was fixed at nine miles per hour. Automobiles were required to carry the number of their licenses on the lamps, in numerals at least three inches high. Each county of the State was permitted to charge a license fee of \$2.00 per year, and the City of St. Louis fee was \$10.00.

This law was generally considered to be invalid because of the unusual provision regarding the animal-drawn vehicles, which, if literally enforced, would make the driving of an automobile impossible, but the Supreme Court of the State upheld it.

This law, like many others in the country, was the result of prejudice against the so-called "red-devils," and they marked the beginning of our mistake of regulating speed by fixing definite speed limits. The speed limit of nine miles an hour was an effort to control speed by legislation, which, of course, is an impossibility.

The Automobile Club began its campaign for a new State law in 1906. There were only about one thousand vehicles in the State at the time, but a few of them were owned outside of the cities, and we were able to get support from some of these owners who had a large influence with members of Legislature from the country. A new State law was drafted along the lines of the New York law, providing for state registration and making more liberal rules of the road. A fee of \$5.00 per car for a perpetual license was provided for, and at Governor Folk's suggestion, the proceeds of these licenses went into the State Road Fund. This was the beginning of that fund which today amounts to more than fifteen million dollars a year. In an effort to demonstrate that

a speed of fifteen miles an hour would be reasonable, a number of the members of the Legislature were invited to St. Louis, and members of the Automobile Club took them for a ride. At that time this was quite a treat. The members of the Legislature appreciated it, and many of them had their eyes opened as to how slow a speed of fifteen miles an hour was. During this demonstration I had the misfortune of driving my party over a rough road, and one of the leading members of the Legislature struck his head at the top of the car causing a gash which necessitated nine stitches.

As a result of this, when the bill was up for debate in the House, he offered an amendment providing that the "open season for automobile drivers should be from January 1 to December 31, each year."

During a discussion of the speed limit, one of the members of the Legislature offered an amendment to the effect that the speed limit might be exceeded in order to permit automobiles to keep up with hearses and funerals. The speed limit was fixed at a reasonable rate—with a limit of fifteen miles an hour. The right of way was given to the automobile, except that the provision relating to meeting or passing animal-drawn vehicles was retained but modified to require the owners of animal-drawn vehicle to be reasonable.

An amendment which was seriously considered for a time, and almost adopted—was one which required the automobile owner, in order to secure a license, to put up a bond with the State, of \$2,500.00. This was the early forerunner of the present movement for compulsory insurance. There was a great deal of resistance to the establishment of a state fee, because some of the counties, such as St. Louis, St. Charles, Jackson, Buchanan, and other populous communities were beginning to appreciate the local revenue. However, we succeeded in abolishing the local fees and establishing a perpetual state fee of \$5.00. In my opinion, this was fundamentally correct in principle, because at that time such a law was considered to be for regulation purposes only, and could not be a revenue measure.

The law required that the owner furnish his own plates bearing the number given to him by the Secretary of State. The Automobile Club made quite a hit at that time by furnishing to its members black patent leather plates bearing white numbers. At that time, 1907, the Secretary of State, Mr. Swanger, gave me license number 2, and each succeeding Secretary of State has re-issued it to me so I have had the privilege of holding State License No. 2 for twenty-one years. Number 1 was given to Senator Methudy, who introduced the bill in the Senate. He held it

until he died a few years later, when it was issued to Deal—then a representative from Mississippi County, and afterwards State Treasurer. He found it quite an inconvenience in his sparsely settled community because it was so easy to identify him as the man who drove an automobile over chickens, dogs, and other animals on the road, so he gave it up, and a few years later it was issued to Mr. Martin Jourdan of St. Louis, who still holds it.

At the 1909 session there was considerable opposition to the Act of 1907. Many of the members thought the fee ought to be an annual one, and the high speed limit was causing a good deal of comment. The automobile was still a subject of much prejudice. It was regarded the toy of the rich, the plaything of the sportsman.

The Automobile Club was an organization of about only two hundred members, and had neither the funds nor the manpower to cope with the legislative situation such as seemed to be developing. Therefore, we had to resort to artful strategy in order to defeat measures which we knew would be introduced. In collaboration with the Speaker of the House, we prepared and had introduced the following bills:

One which reduced the speed limit to nine miles an hour;

One which required the automobiles to run at a speed less than six miles an hour on dusty roads;

One to require every automobile owner to place a bond of \$5,000.00 with the State;

One to require every automobile to be equipped with a governor that would hold the speed down to less than fifteen miles an hour at all times; and

One to require each automobile to be equipped with a signaling device which would show white when running under ten miles an hour, green when running over ten miles an hour but less than fifteen miles an hour, and red when running more than fifteen miles an hour.

We placed these bills in the hands of our friends in the Legislature, who would see that they would slumber in committees until the end of the session. None of the other members could think of any more harsh legislation, so our bills were taken as the last word in the drive against the "red devil." Unfortunately, however, the man with the dusty road bill became quite fond of it. He thought it was a good piece of legislation, and made an effort to pass it, but we finally succeeded in defeating it. This session ended without any amendment to the law of 1907.

During the next two years a demand grew among the automobile owners for better roads. Most of them expressed a willingness to pay an annual fee if it would go into a road fund. Therefore, a new Act was drawn providing for an annual fee based on horse-power, fixing the speed at reasonable and proper—with twenty-five miles an hour as presumptive evidence but carelessness. That, in effect, is the law today.

BACK TRACKING THE AUTO TRAIL

By David J. Wilkie, Associated Press Correspondent,
April 21, 1929

DETROIT.—The early efforts of automotive pioneers received scant encouragement from the public press. When Henry Ford organized his automobile company in June, 1903, with a paid-in capital of only \$28,000, most of the daily papers of the time ignored the undertaking entirely. Some twenty years later, the \$28,000 had grown to assets exceeding \$500,000,000.

When Henry B. Joy and other Detroit capitalists brought the Packard factory from Warren, Ohio, to Detroit, brief notice was taken in the public prints of the fact that several acres of land had been purchased for the purpose, but the land purchase was emphasized rather than the fact that an automobile factory was to be erected.

Instead of encouraging the industry in its infancy what editorial and news column comment appeared generally was rather a warning against "abusing the good nature of the public too much."

"The demand for a speed of 15 miles an hour is too extravagant," said an editorial in one Detroit paper in 1903. It was about this time that the Paris-Madrid race brought with it so many fatalities to drivers and others was held.

"Automobile racing," said one editorial writer, "is a dangerous fad, calculated to fascinate the sporty element of society." Then seemingly in thankful vein, the paper continued:

"In the United States the roads are utterly unfit for a sustained speed of 42 miles an hour. Chauffeurs, if they keep within the bounds of reason, will be allowed considerable latitude in the matter of speed, but if they abuse the good nature of the public too much, they will provoke the passage of restrictive legislation, and be held down to an uninteresting rate of speed."

In another editorial of the same period appeared this comment:

"The automobile, like the bicycle, is a useful vehicle, with a legitimate purpose. It is a substitute for horse-propelled vehicles on the common highway, and therefore, it is subject to the ordinary rules of the highway. Thousands allowed themselves to be carried away by the new found pleasure of wheeling. Public authority was compelled to appoint special police to look after scorchers to prevent them from breaking the necks of their fellow citizens in their frenzied rushes along the highways. The bicycle has ceased to be a racing toy, but the automobile is a more dangerous successor."

"The speedometer registers twenty-five miles an hour and I'll have to take your names." It

was an early 1903 traffic cop on a bicycle—not a motorcycle, but an ordinary bicycle. He had overtaken four prominent Detroiters of the time who had opened wide the throttle of a steam automobile just placed on the market. Almost spent, the traffic officer had won out in the chase when the motorists encountered some poor pavement.

“Paving blocks stood up like telegraph poles”, said one of the speeders, “and the machine pitched and lurched like a small boat in a storm.”

It was a front page story.

DEATH OF CARL BENZ, IN GERMANY, APRIL 3, 1929, RECALLS AUTO START

Credited With Having Built at Mannheim, the First Complete
Vehicle Propelled by Liquid Fuel Internal
Combustion Engine

IN lamenting the passing of Carl Benz, who died in his 85th year, in Ladenburg, near Mannheim, Germany, on the night of April 3, 1929, the automobile industry throughout the world pays tribute to the man credited with building the first complete vehicle propelled by a liquid-fuel, internal-combustion engine," says *Automotive Industries*.

"This first gasoline automobile, a three-wheeled affair, was later exhibited at World's Fairs, and important automobile shows, and now occupies a place of honor in the Garden Museum, at Munich.

"For a number of years he worked on the development of the vehicle as head of the firm of Benz & Co., and in 1889, when the business was transferred to a stock company, he moved to Ladenburg.

LOCOMOTIVE ENGINEER'S SON

"Carl Benz was born in Karlsruhe, November 25, 1844. He probably inherited an interest in

mechanics from his father, who was a locomotive engineer. The elder Benz was killed in a railway accident, and Carl was thrown upon his own resources while still a youth.

“Determined to acquire a technical education, he found means to attend the Karlsruhe Technical College for four years. During the two and one-half years following his college course, he was employed in an engine factory in his native city, where he gained experience that proved valuable in his later experiments.

“The following four years he worked at other plants in Mannheim and Phorzheim, and then established his own machine shop at Mannheim, in which he employed from six to eight men. It was while operating this shop that the idea of a self-propelled vehicle took root in his mind.

“In 1878, Dr. Benz (the honorary degree of doctor was conferred upon him during the latter years of his life) developed a two-stroke gasoline engine which gave sufficient promising results to enable him to find a financial backer.

MARKETED IN 1880

“This engine was put on the market in 1880, but Dr. Benz soon withdrew from partnership, and in 1883 organized a new firm for the manufacture of gas engines. Two years later he built and demonstrated his first automobile, the ma-

chine already referred to, and shortly thereafter, he developed a four-stroke gasoline engine.

In the original Benz three-wheeler, the single cylinder engine was arranged under the seat, and because of the large diameter flywheel considered necessary, it was placed with the crankshaft vertical, the flywheel rotating in horizontal plane.

The engine and flywheel, and all accessories weighed 165 pounds. There was only a single-speed reduction, but Benz soon found that to be able to climb the hills in the vicinity of Mannheim, he would have to have an additional low-speed gear. The power of the engine, three-fourths horse-power, was also found insufficient for operation on poor roads.

"Dr. Benz filed his first patent for an internal combustion engine motor vehicle January 29, 1886. Originally, he had thought of using coal gas as fuel, but he found this unsatisfactory, and soon converted the engine to one capable of operating on liquid fuel.

TROUBLE IN FRANCE

"In 1888, Emile Roger, who had a small workshop in Paris, contracted for the entire production of Benz cars and imported them into France. Because of French objection to favoring a German-made vehicle, Roger bought a number of parts and assembled a car of his own which he called the "Roger" automobile.

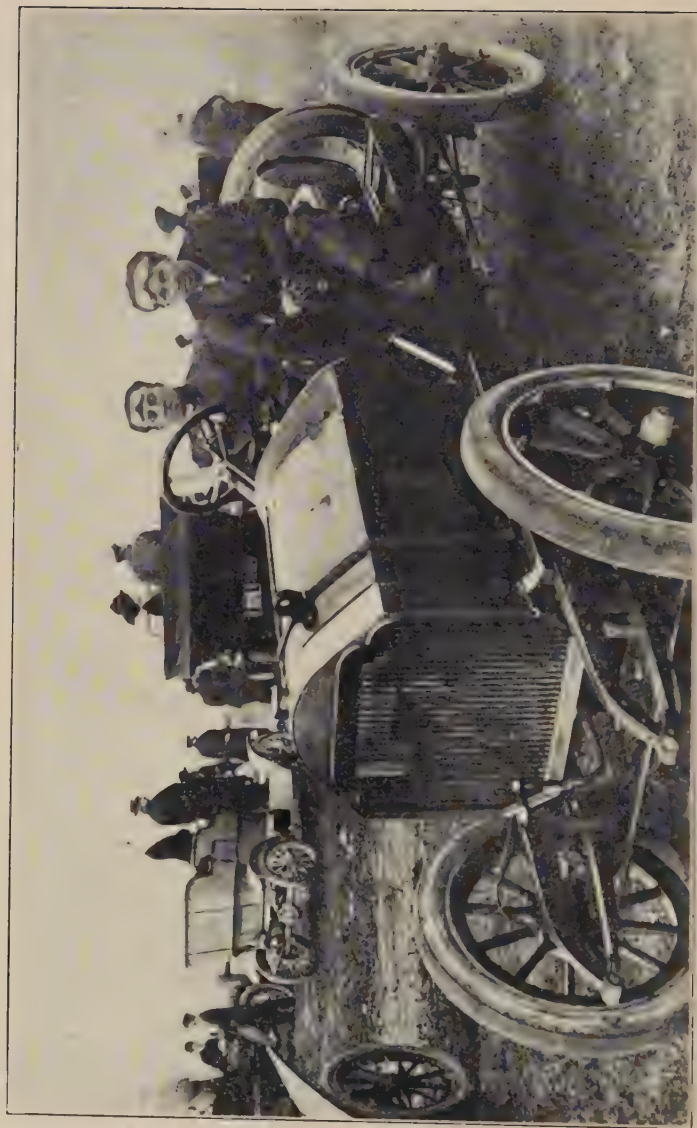
Benz was the first manufacturer to get into quantity production on automobiles, having turned out more than 2,000 cars prior to 1900. Many of these were exported to England and France, and a few were brought to the United States.

“Both a Benz and a Roger-Benz competed in the *Times-Herald* race held in Chicago on Thanksgiving Day, 1895, which was practically the starting point of American automobile development.

“The Benz, which was imported by the H. Muller Manufacturing Company, of Decatur, Ill., won second place in the *Times-Herald* race, and won a preliminary race from Chicago to Waukegan and back on November 2, 1895.”



Five-Mile Race at Fairgrounds, St. Louis, 1907.



St. John's Day, 1908. Jack M. Kiddens at Wheel and L. H. Mason. Machine

ADDRESS OF MAJOR ROBERT E. LEE TO
ST. LOUIS SOCIETY OF AUTOMOBILE
PIONEERS, JUNE 19, 1930

THIS Society of Automobile Pioneers to which we belong, has for more than twenty years, some of us thirty years, watched the development and perfection of what has proven to be the greatest mechanical boon to mankind in the entire history of the world's mechanics. I refer, of course, to the perfection of the motor car, a marvelous piece of personally operated transportation in which the owner is a passenger, the driver, the conductor, the engineer, the brakeman and the fireman.

The automobile in its perfection and its present reliability, has freed mankind from the thralldom and the limitations of time, place and distance. Through its use our traveling time is cut enormously. Place means nothing. Where we once were confined to a visiting radius of five to ten miles the automobile has extended our visiting radius to five hundred miles in a single day. Distance is reduced by the automobile to a minimum. Kansas City, once a long distance from St. Louis, is now six and a half hours away by motor car. Chicago is only nine hours away from us, Indianapolis four and a half hours and other nearby points, once a day's journey from St. Louis,

are now reached in almost the time that it used to take us thirty years ago to go from our homes to our downtown district.

The greatest accomplishment to my mind, however, of the motor car and its consequent development of the internal combustion engine is that it has made this a nation of mechanically minded persons. Once the term "mechanic" pointed out to you a dull plodding fellow whose hands and face were always covered with grease and whose work was from daylight to darkness. Now the term "mechanic" means a fellow who has a profession and "mechanical engineer" has the same standing as a topographical engineer or mining engineer and all of these men are as much professional men as doctors, lawyers and ministers once were.

Pursuing this thought one remembers that forty years ago the average citizen could not even fix his own wife's sewing machine. Now the boy of sixteen must be very dull indeed if he does not know all about the construction and operation of internal combustion engines, airplane motors, the application of power to wheels and all of those once mysterious things that have brought the present day motor car to its place in the lime light as one of the world's greatest benefactions to humanity.

I feel that the St. Louis Society of Automobile Pioneers is doing a great piece of work in compiling and publishing its book on the development and the early history of the motor car in the St. Louis district.

ST. LOUIS AUTOMOBILE DEALERS IN 1930

A. B. C. Auto Sales & Investment Co.
Affton Motor Car Company
Allen-James Motor Company
Anderson-Strauss Company
Angelica Auto Company
Archer-Mann Motor Company
Arthur Motor Car Company
Auburn-Graves Company
Avi Motor Company, Graham-Paige
Ayres Auto Company
Bantle-Paulette Motor Company
Barker Motor Company, Inc.
Benjamin Motor Company
Berry Motor Car Company
Big Bend Hudson-Essex Company
Big Four Chevrolet Auto Company
Bilgere Motor Company
Blakeney Motors
Blase Motor Sales Company
Bledsoe Motor Company
Boka-Yeater Motor Company
Boyd-Weber Motor Company
Brahm-Mitchellette Motor Company
Bray-Hambuechen Motor Company
Brock Motor Car Company
Brockman, Phil, Motor Company
Brodhead Company
Brodhead Motor Company
Buenger-Durant Motor Sales Company
Buick Motor Company
Burgdorf Motor Company
Cadillac Motor Company
Carondelet Motor Company

Carroll & Abeln Auto Company
 Chambers Motor Company, Inc.
 Chouteau Motor Sales Company
 Claymo Auto Sales & Repair Company
 Clegg & Sheehan Motor Company
 Craft, Charles C., Nash Company
 Cyrus & Khoury Motor Company, Inc.
 Delmar Auto Sales Company
 DeLuxe Auto Company
 DeSoto Motor Corporation Dist. Office
 DeWitt Auto Company
 Dexter Chevrolet Company
 Dickerson U. S. Dist. Rep., Dodge Bros., Inc.
 Dierl Motor Sales
 Dorn Auto Company
 Downs Auto Company
 Durant Motor Cars of St. Louis
 Easton Motor Sales
 Eiben Hudson-Essex, Inc.
 Elmendorf Auto Sales
 Essex-Kingchester Motor Company
 Fairbanks Motor Car Company, Inc.
 Fassig-Weber Motor Company
 Fill Motor & Tractor Company
 Flint Chevrolet Company
 Ford Motor Company
 Fox Motor Company
 Franke Auto Company
 Franklin Motor Car Company
 Gardner Motor Company
 General Motors Corporation
 Gilliam-Epstein Chevrolet Company
 Goodloe, Clay Auto Company
 Goodloe Motor Sales
 Graham Paige District Office
 Granger Motor Company
 Graupner Motor Sales Company
 Gravois Motor Corporation

Grebe Motor Company
Grimm, J. C., Motor Company
Gross Motor Company
Grover-Buick Used Cars Company
Guaranty Motor Corporation
Guthrie Rohmberg Motor Company
Haas Auto Sales Company
Hallenberg-Wagner Motor Company
Harris Chevrolet
Hartman, M.
Hickman-Burke
Hilmer-Roberts Chevrolet Company
Huber Motor Company
Hudson-Frampton Motor Car Company
Igou Motors, Inc.
Ivory Auto Company
Jefferson Motor Company
Jerry Mueller Motor Company
Joedicke Motor Company
Johnson Auto Company
Johnson, E. J., Inc.
Kenny, Thos. S.
Kessler Motor Company
Kiel Auto Company
Klink, Leon A., Motor Sales Company
Krauss Sales Corporation
Kuhlman, Hy.
Kuhlman Motor Sales
Kuhs-Buick Auto Company
Kuhs-Wright Motor Company
Lamb-Beach Motor Co.
Lambert-Tigges Motor Company
Lasker Motor, Inc.
Lau Motor Sales
Lindberg, A. R., Inc.
Love-Johnson Motor Company
Lowry Motor Company
MacCarthy Chevrolet Company

Macleam Motor Company
Marcus Auto Company
Mauer Motor Company
Mendenhall Motor Company
Metropolitan Nash Company
Metzger Auto Sales
Midstates Motors Company
Midwest Motors, Inc.
Milstrand Motor Co., Inc.
Milton Motor Company
Mississippi Valley Motor Company
Moon Motor Car Company
Moon Motor Sales, Inc.
Morgan-Jones Motor Company
Morris, A. L.
Motor Sales Company
Motorists Auto Company
Mueller, Jerry, Motor Car
Mueller Motor Company
National Auto Sales Company
National Motor Corporation
Normandy Motors, Inc.
North End Used Car Exchange
Northside Auto Sales Company
Northside Chevrolet Company
Northwest Motor Car Company
Nulsen-Thomson Motor Company
Oakland Motor Car Company
Olds Motor Works
Olive Motor Company
Oliver-Cadillac Company
Orf & Patton Auto Company
Owen, W. H., Company
Owl Motor Company
Plaza Motor Company
Plymouth Agency Company
Porter, Geo. C., Motor Corp.
Reichart Motor Company

Reismeyer-Yates Motor Company
Reliable Auto Market
Reller Chevrolet Company
Riddle, C. B., Motor Company
Riefling Auto Company
Riesmeyer & Yates Motor Co.
Right Price Used Car Exchange
Rolls-Royce of America, Inc.
Rose Motor Company
Rubano & Andreas Motor Company
Ruprecht Motor Company
Russell Auto Sales Company
Sadlo-Faber Motor Company
St. John's Motor Car Company
St. Louis Motor Car Company
Salisbury Motors, Inc.
Schneider-Nash Sales Company
Schnell, Geo. T.
Schnure Motor Company
Schraut-Boone Company, Inc.
Shade, E. R.
Shubert Motor Company
Simonin Auto Company
Simpson Auto Sales Company
Snipen Motor Company
Southern Auto Sales Company
South Grand Reo Sales Company
South Kingshighway Hudson-Essex
Southside Auto Repr. Co.
South Side Buick Company
South Side Chevrolet
South Side Motor Sales
South Side Nash
South Side Studebaker Dist.
Southwest Nash Company
Standard Chevrolet Company
Steiner-Fahrenkrog Auto Company
Stevens Motor, Inc.

Studebaker Corp. of America
 Sunset Auto Company, Inc.
 Tate Motor Company, Inc.
 Taylor Motor Car Company
 Tevis Motor Company
 Thomas, C. B.
 Tucker Motor Company
 Tuthill Corporation
 Wachter Motor Company
 Warner Motor Company
 Weber Implement & Auto Company
 Weber Motor Sales Company
 Wells Motor Car
 Wellston Motor Car Company
 Werner, Leo C., Motor Company
 West Side Buick Company
 Western Automobile Company
 White Company
 Wilcoxson Buick Company
 Williams Motor Company
 Windsor Corporation
 Wolken Motor Company
 Yahlem Motor Company, Inc.

AUTOMOBILE SHOWS HELD IN ST. LOUIS

- 1907—Jai Alai Bldg., December.
- 1908—Coliseum, February 14-19.
- 1909—Coliseum, February 15-20.
- 1910—First Regiment Armory, February 14-19.
- 1911—Forest Park Highlands, October 2-7.
- 1912—Forest Park Highlands, October.
- 1913—Forest Park Highlands, October.
- 1914—Forest Park Highlands, October.
- 1915—Forest Park Highland, October.
- 1916—Forest Park Highlands—October.
- 1917—Overland Bldg., February.
- 1918—Southern Hotel, February.
- 1919—Southern Hotel, and Used Car Show.
- 1920—Southern Hotel, and Used Car Show.
- 1921—Garrett Bldg., and Fall Show Chevrolet
Bldg.
- 1922—Chevrolet Bldg., February.
- 1923—Universal Bldg.—February.
- 1924—Columbia Can Bldg., February and Fall
Show, Ninth Street Garage.
- 1925—Eighteenth Street Garage, February.
- 1926—Union Market (Spring), February.
- 1926—Greater St. Louis Exposition (Fall).
- 1927—Union Market Garage, February.
- 1928—Union Market Garage, February.

1929—Union Market Garage, February.

1930—National Exhibition Arena, February.

Mr. David Straus was manager of the Automobile Show held in 1907 and Mr. Robert Lee was manager of all the shows held thereafter, to the present time.

St. Louis Society Automobile Pioneers

Membership List

Alexander, Jr., M. H.	Ebinger, Adam
Anderson, Warren C.	Franzel, O. F.
Ayars, Dr. T. R.	Ford, B. R.
Adams, Bart	Friede, John E.
Austin, Howard L.	Guhman, Dr. Chas. N.
Alexander, W. Guthery	Geitz, G.
Borbein, H. F.	Garrison, Clifford R.
Britton, Roy F.	Gray, W. Ashley
Britton, Robt. F.	Green, B. F.
Breadon, Samuel	Goodhart, Louis
Behen, S. F.	Grover, Harry V. S.
Bishop, John E., Atty.	Hofman, Fred L.
Brecht, Chas. E. Von	Heimsch, Paul
Barnard, W. L. Atty.	Hadley, Leo G.
Bishop, Frank	Hoffman, Sam
Benecke, C. J.	Howard, John M.
Bell, Daniel W.	Houghton, Geo. W.
Blanchard, E. W.	Hellrung, J. F.
Bechestobil, Al. J.	Hearst, Clarence
Biedenstein, Henry Geo.	Johnson, Wm. L.
Campbell, Fred	Jageman, A. L.
Cull, A. B.	Jokerst, Gerald
Cooper, Thomas	Kellerman, Jos. N.
Culver, B. B.	Keiffer, Dan J.
Chapman, J. J.	Kirth, Arthur
Caruso, James Z.	Lewis, J. D. Perry
Dorris, George P.	Lebens, John C.
Dyke, A. L.	
Doyle, John F.	

Lau, Fred H.
 Lee, Robert E.
 Louis, Chas. A.
 Latshaw, Robert T.

Marien, Chas. A.
 Merry, H. Claude
 Michel, C. E.
 Money, Chas. T.
 Masson, L. H.

McQuillan, A. C.
 McRea, Robert L.
 McCullough, Paul J.

Niedringhaus, A. W.
 Neff, Geo.
 Nelson, David G.

O'Neil, Albert.

Pichl, Anthony J.
 Pfeffer, Geo. D.
 Percival, Geo. J.
 Prout, Robert B.
 Prendergast, Richard T.
 Probst, Robert L.

Rohde, Harry C.
 Robb, Malcolm
 Reitz, Frank G.
 Regan, Dan

Swingley, C. E.
 Smythe, Wm. A.
 Schnure, H. L.
 Stanley, A. N.
 Salisbury, John T.
 Sims, O. K.

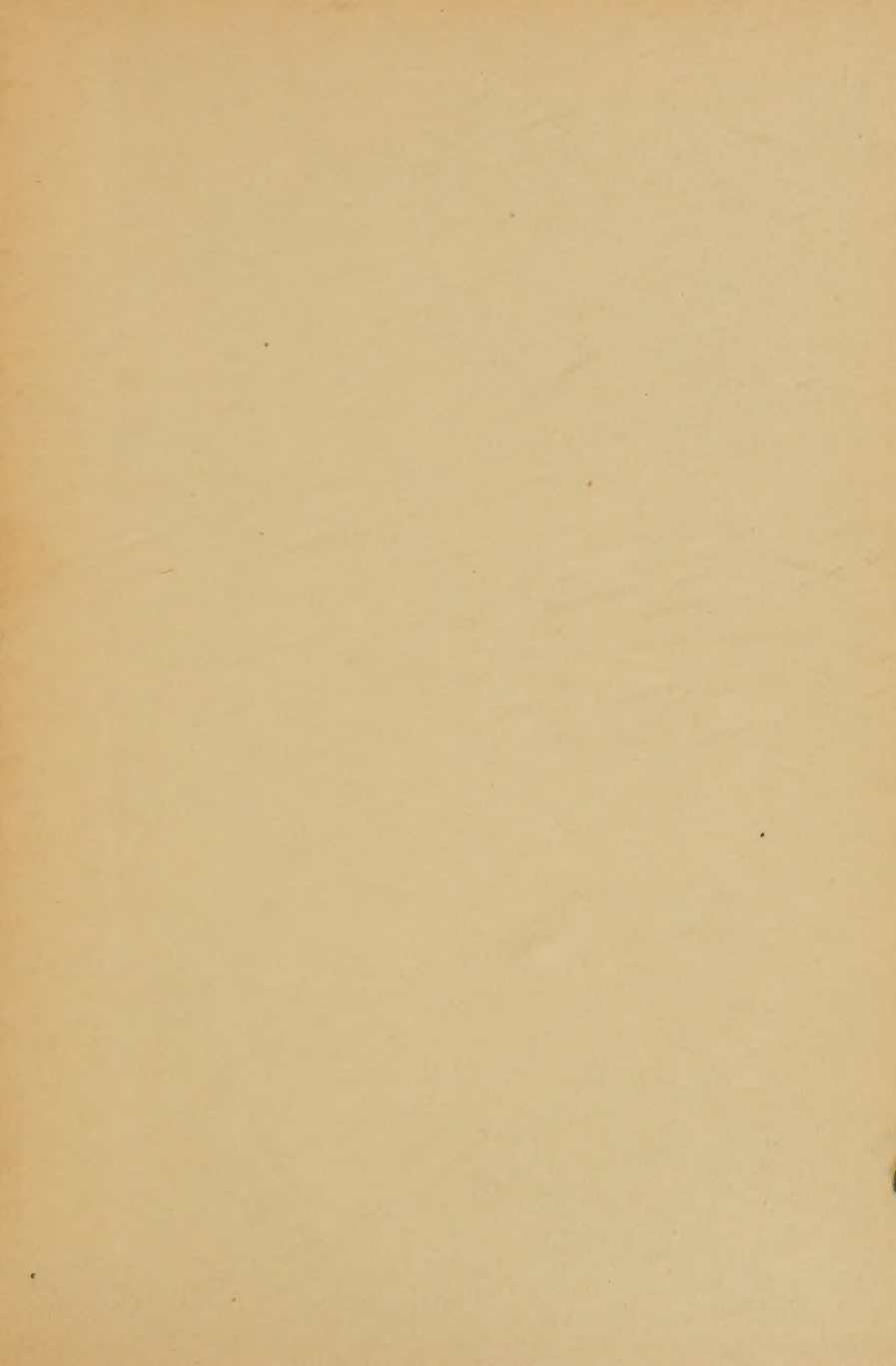
Trefz, Walter
 Travers, John P.
 Turley, H. G.
 Tate, Frank R.
 Taylor, Richard J.

Vesper, Walter H.

Weiss, Lester
 Ward, Geo. C.
 Williams, C. A.
 Wagner, Isador
 Walsingham, Wm.
 Wedler, Harry G.
 Wicke, W. R.
 Wilson, W. W.

FIRMS THAT BUILT ONE OR MORE MOTOR VEHICLES FOR THE TRADE IN SAINT LOUIS

St. Louis Gasoline Engine Co., 9th and Clark Ave.....	1898
St. Louis Motor Carriage Co., 1215 N. Vandeventer Ave.....	1898
H. F. Borbein & Company, Cass Ave.....	1900
Scott Automobile Company, Olive St.....	1900
Dyke Automobile Supply Co., 23rd and Locust Sts.....	1900
Brecht Automobile Company, 12th St. and Cass Ave.....	1901
Dorris Motor Car Company, 1215 N. Vandeventer.....	1905
Anheuser-Busch, Inc., 721 Pestalozzi.....	1905
St. Louis Car Co. (American Morse Cars), 8000 N. Broadway.....	1905
Moon Motor Car Co., Main and Cornelia Sts.....	1905
The Success Auto Buggy Co., 530 DeBaliviere Ave.....	1906
The A. B. C. Motor Vehicle Mfg. Co., 1512 Locust St.....	1906
Cook Carriage Company, 1022 N. Broadway.....	1906
Victor Auto Company, 121 Carrol St.....	1907
Neustadt Auto Supply Co., South 18th St.....	1907
The Robinson Fire Apparatus Mfg. Co., 4750 N. 20th St.....	1907
Jeannin Automobile & Mfg. Co.....	1907
Landsman Motor Car Co., 908 Hickory St.....	1908
The Eureka Motor Buggy Co., 4500 Morgan St.....	1908
Darby Motor Car Co., 530 DeBaliviere.....	1910
The Embree-McLean Carriage Co., 1821 Olive St.....	1910
The Gardner Motor Car Co., Russell Gardner, Pres.....	1910
The Webb Motor Fire Apparatus Co. of St. Louis.....	1910
St. Louis Motor Truck Co., 4274 Easton Ave.....	1912
Champion Motor Car Co., 5200 N. Second St.....	1914
Luedinghaus Espenschied Wagon Co., B'way and Tyler....	1919
Traffic Motor Truck Co., 5200 N. Second St.....	1920
Power Truck Co., Goodfellow and Wabash Tracks.....	1925
Eagle Motor Truck Corporation, 6156 Bartmer Ave.....	1929





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